

**BID Committee
May 13, 2015**

**Attending: Kelli Trumble; BID chairwoman
Jesse DeFosse; BID
Justin Draper; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Karen Hoekstra; City Treasurer**

**Jim Decker
Jeremy Ringdahl
Lisa Beck; Visitors Bureau**

**Meeting was called to order by Chairwoman Kelli Trumble.
Justin Draper moved to approve the April 29 meeting minutes. Second by Jesse DeFosse. Approved.**

BID BUDGET UPDATE:

City Treasurer Karen Hoekstra updated the committee on the current status of the 2015 budget. BID revenue is \$295,786.34 which includes \$44,000 in Premier Resort funds which are designated for the River Walk project. Operating expenditures are \$295,785.00 which includes \$214,860.00 for operating expenses, \$36,925.00 for Economic Development and \$44,000.00 outlay for the River Walk project. A \$130,000.00 surplus exists for Economic Development and \$160,000.00 surplus which has not been designated for use.

In reviewing the budget, Dan Gavinski noted that the BID commitment to the Woodside Sports Complex is actually \$75,000. \$60,000 came from the Operating budget and the other \$15,000 from surplus funds in this budget year. How that should be handled in the 2016 budget will need to be determined.

Jesse DeFosse mentioned that the Economic Development line does not yet reflect the decision BID made on April 29 to spend \$5100 on temporary planters as part of the Oak Street project.

Chris Tollaksen reported that bids are expected to come in soon for the work to be done on River Walk. He will update the committee as that progresses. Where the final bid comes in, could possibly have budget implications if it exceeds what is already in place.

AMERICAN LEGION FLAGS:

Ed Fox, representing the American Legion indicated that 50 American flag kits that the Legion would like to display on light posts would cost \$2,627.42. The flags need to be mounted on light posts with enough height clearance which means they would have to be located on Broadway east of Cedar Street and west of the bridge. It will take 10 days to receive the order and some time for Public Works to install. June is a more likely expectation for this to happen.

Dan made a motion to approve the expenditure of \$1325 for the American Legion to purchase the flag kits. Second by Justin. Approved.

DELLS DEALS SIGN:

Dells Deals located at 116 Broadway has made a request to mount a 54" x 66" sign from its building structure. Because the sign would project into the public right of way, this request seeks BID approval. Dan voiced objections to proposed sign content which emphasizes a price, but also a disclaimer in much smaller letters. Advertising prices in such a bold manner was not endorsed in the revitalization study. Mark voiced concerns about endorsing a sign this large when it seems the future look of downtown could be towards smaller, more tasteful looking blade signs. Jesse made a motion to deny the request made by Dells Deals for a projecting structure sign. Second by Justin. Approved.

DISCUSSION POINTS:

River Walk Storytelling. Dan endorsed a proposal made by Debbie Kinder to install plaques at strategic points on the expanded River Walk to tell the story of Wisconsin Dells and the Upper Dells area. He offered to have Andrea Novotny prepare copy for future consideration. The goal would be to look at this as an item in the 2016 budget with installation next year. Kelli has spoken with local photographer Joey Leute about plans he has to tell a story through photos about some of the older river pilots. Mark suggested contacting members of the Ho Chunk Nation to dress in regalia and tell the story of the Ho Chunk people in this area. Dan recommended working closely with Zebra Dog when their design contract commences and make them aware of the BID interest in pursuing these initiatives.

July 4th Fireworks. All plans are confirmed with a July 5th rain date. Kelli and Jesse will re design a larger poster for the fireworks display with planned distribution of 150 posters.

Stand Rock Ceremonial. There will be a special evening planned at the Crystal Grand Theatre on August 22nd. Billed as the Stand Rock Indian Ceremonial: Reawakened it will feature a professional stage performance reminiscent of the Indian Ceremonial. It is being put on in collaboration with the H.H. Bennett Museum's 150th anniversary which is focusing on the Dells and Tourism through Bennett's works.

Downtown WIFI. Chris does not expect anything to happen as far as installation this year. The process will involve talking with numerous businesses as 4 or 5 routers would need to be located on each block for successful installation and it would be logical for the routers to be located inside existing businesses.

Safe Ride Program. Jesse advocated for 100% participation in the Safe Ride program. About 80% of downtown bars and taverns are Tavern League members, however only about 50% participate in Safe Ride. Preventing problems with drinking and driving is what Safe Ride is about and he felt it should be something BID be kept up to date on.

Parking Board Meeting. At Monday's meeting of the Parking Board, a proposal was put forward by Jeremy Ringdahl from Kangaroo Taxi. Jeremy plans to purchase a 32' long trolley car which would seat 36 people. The plan would be to establish a route between Wisconsin Dells and Lake Delton and try to provide economical fares for commuters, both local and tourists as well as the many foreign student workers. One of the issues being confronted is negotiating for convenient trolley stops. Suggestions pending availability at times of the day included in front of the Bennett Museum, Ripley's, Great Harvest and the parking lot next to Flirts and the Clothing Company. It was noted that none of those stops are on the south side of Broadway and so the parking lots off Elm Street were suggested as well as Just A Game Fieldhouse. In discussion, the committee suggested Jeremy work with both the Woodside Sports complex and JAG to shuttle visitors from those areas to downtown. Dan suggested looking at a seasonal ticket or rate for locals and student workers (though it could be available to anyone). Questions were raised about signage on the trolleys as well as any problems that might be encountered with Jeremy's cab company competition. Dan made a motion that BID support Jeremy Ringdahl in his effort to bring trolley service to the downtown and that we encourage the city to provide assistance in locating areas for trolley stops. Second by Justin. Approved.

City Attorney Meeting. Kelli met with City Attorney Joe Hasler. It was determined that BID is still operating under the by laws from 1998 when it was established. He is working on updating the bylaws and we will be updated as needed.

NEXT MEETING AGENDA ITEMS: May 27, 2015

- 1. Welcome Program for New Businesses**
- 2. 4th of July Poster review**
- 3. BID role in revitalization plans. Possibility to invite representatives from ZebraDog to a meeting.**
- 4. Update on City Attorney Hasler work on BID by -laws.**
- 5. Taste of Wisconsin Dells future.**

Justin moved for adjournment. Second by Kyler Royston. Approved.