

**BID Committee  
May 27, 2015**

**Attending: Kelli Trumble; chairwoman**

**Justin Draper; BID**

**Jesse DeFosse; BID**

**Dan Gavinski; BID**

**Kyler Royston; BID**

**Mark Sweet; BID**

**Mayor Brian Landers**

**City Attorney Joe Hasler**

**Chris Tollaksen; Public Works**

**Lisa Beck; Visitors Bureau**

**Eric Helland**

**Phil Helley**

**Jim Decker**

**Jeremy Ringdahl**

**Bob Steinweg**

**Adam Makowski**

**Ed Fox**

**Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.**

**Justin Draper moved to approve the minutes of April 9, April 29 and May 13 meetings.**

**Second by Jesse DeFosse. Approved.**

**DESIGN REVIEW COMMITTEE:**

**Mayor Landers plans to propose to the City Council the establishment of a new city committee whose responsibility will be to determine design standards for the downtown. It will need to look at current standards so as to create more uniform standards in the future. At present the Mayor referenced many of the current standards as arbitrary and not well defined. It is only now that the Police Department has an officer devoted to the enforcement of current standards which up to now has allowed for many problem areas to develop with no actions being taken.**

**The composition of the proposed committee would include representation from the BID Committee, Public Works Committee, Community Development Authority, City Planner Chris Tollaksen, and a citizen at large from the business community.**

**The Mayor has also proposed a one year moratorium on the erection of new signs in the downtown to give the proposed Design Review Committee time to develop new standards with an eye toward spurring economic development. The City Council at its last meeting turned down the proposal unanimously.**

**Jeese DeFosse felt that the moratorium was not necessary and that stricter enforcement of standards was needed. Mayor Landers felt that a moratorium could possibly encourage businesses in violation of standards to seek quick remedies. He preferred a softer approach before warnings or fines take effect. The moratorium could be rescinded if new standards are in place before one year.**

**Eric Helland questioned who the new Design Review committee would be accountable to and in response the Mayor said the City Council.**

**Ed Fox suggested the addition of a non business owner/citizen to the new committee as there are many citizens interested in seeing downtown improve.**

**Kelli stated that giving the new committee the ability to deal with sign issues which until now have been referred to the BID, will allow BID more time to devote to future economic development.**

**Dan Gavinski moved that BID endorse the Mayor's sign moratorium proposal for a six month period of time. Second by Justin Draper. If approved by the Council, the moratorium could go in effect in July. Motion passed 5 -1 with Jesse DeFosse casting the dissenting vote.**

**Justin made a motion to support the Mayor's proposal to develop a new Design Review Committee. Second by Jesse DeFosse. Eric suggested that city committees be consulted as needed before proposals go from the new committee to the City Council for action. Mayor Landers said the process will allow for thorough examination by interested parties. Motion passed unanimously.**

#### **JULY 4th CELEBRATION:**

**A redesign of the poster will be ready for the next BID meeting to review. Phil Helley offered services of Ad Lit to distribute poster to hotels,restaurants,etc. BID members will distribute posters to downtown businesses.**

#### **TASTE OF WISCONSIN DELLS:**

**Mark Sweet reported plans are set for this years festival with an increased budget for advertising. That being said, 2015 marks the continuation of a trend culminating in the lowest restaurant participation ever. The downward trend in participation seems attributed to two primary causes: inability to provide adequate staffing at two locations and a more recent reason given being that the economics did not determine the festival to be a worthwhile effort for some restaurants.**

**Mark suggested a new direction for consideration which would model the festival after the successful Wine Walk. Tickets would be sold for a price to be determined and people could go to the home restaurants who participate to taste samples. As tickets might be limited in numbers sold, Mark suggested vastly upgrading the entertainment aspect by having a music festival in the heart of downtown to draw larger numbers of people. Also recommended was more active participation of the restaurants in the implementation of this new direction.**

**Jesse suggested Mark work closely with the Bureau's Festival board to look at a joint effort. Justin thought that a themed food event on the River Walk with entertainment should be considered. Phil Helley suggested restaurants could set up outside their establishments. Jim Decker asked if Lake Delton restaurants could still participate since the Wine Walk model is a pedestrian event.**

#### **DELLS TROLLEY UPDATE:**

**Jeremy Ringdahl updated BID on slight route changes,planned graphics and logos. He hopes to commence operations as early as this weekend. JAG and the Woodside Sports Complex will have service. Jeremy is looking for more locations for downtown trolley stops. Kelli asked that he provide a more concrete plan of proposed stops which would also incorporate contacting business owners who might be affected by the possible removal of parking stalls to be replaced by trolley car stops. Any such proposal would have to go to the Parking Board for approval.**

**OAK STREET REVITALIZATION:**

Pouring of the concrete on the street should take place before the end of the week. The temporary flower pots have been purchased and are being worked on. Everything is on target to be in place by mid June.

**RIVER WALK RAIL PAINTING:**

A section of rail near Dairy Queen and another section on Eddy Street have been identified in need of repainting. Cost estimates are not yet available. Still to be determined is whether this project's funds would come from BID or the Public Works budget. Kelli also reported Parks and Recreation Director Thad Meister is working with Fred Westerfeldt to freshen the mulch in some of the most visible areas downtown and on the River Walk.

**" OPEN" FLAGS USAGE:**

Though the intent of the "OPEN" flags usage was for the shoulder seasons, it seems there are businesses intending to display them in summer. Though in itself not considered to be a problem, an issue has arisen about more theft in the summer season and if the business or BID should pay for replacement of a stolen flag. More research on past BID decisions in this area may provide an answer to that question.

**BUSINESS WELCOME PROGRAM:**

Justin reported that even though a letter would be easier to produce that a better example of what should be done to recruit and welcome new businesses into our downtown could be found in Wausau. He advocated developing a website modeled after [wausauriverdistrict.com](http://wausauriverdistrict.com) and plans to contact Phil Helley and Ad Lit to work up a proposal.

**AGENDA ITEMS: JUNE 10 MEETING**

Suggested items for the next meeting will include the poster for July 4th Celebration, review of Taste of Wisconsin Dells, Update on Zebra Dog company early work on downtown design, Trolley car service update.

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