

**BID Committee  
July 8, 2015**

**Attending: Kelli Trumble; chairwoman  
Kevin Ricks; BID  
Jesse DeFosse; BID  
Dan Gavinski; BID  
Justin Draper; BID  
Mark Sweet; BID  
Chris Tollaksen; Public Works**

**Lisa Beck; Visitors Bureau  
Jim Decker  
Adam Makowski  
Nick Laskaris  
Brian Holzem  
Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.  
Motion made by Kevin Ricks to approve June 24 minutes. Second by Jesse DeFosse.  
Approved.**

**WORKFORCE HOUSING IN C-2 DISTRICT:**

**Item 7 in the Revitalization Plan recommended the creation of a downtown overlay district. The C-2 Wisconsin Dells district extends to Highway 13/16 intersection on the east and the Wisconsin River bridge on the west end. It also extends one block north and south of Broadway going east for a number of blocks. C-2 goes beyond the Revitalization plans' recommendation on the district size. The discussion points were made about the location of student workforce housing in the C-2 district.**

**Chris Tollaksen: Ordinances generally permit four people living in a motel room or apartment being rented for seasonal housing. A city permit would need approval to go beyond that limit. Motels are permitted to use rooms for their own student employees at present time. There is a shortage of adequate student workforce housing in Wisconsin Dells. Some discussion has taken place about workforce housing close to downtown on the west side of the Wisconsin River. The City Planning Commission has been discussing workforce housing locations with more of a focus on residential area impact. BID would be looking at the issue with a focus on downtown economic impact. The Planning Commission will continue discussions with the goal to update standards for workforce housing units.**

**Brian Holzem: Having the ability to provide housing for the workforce is a definite incentive to lure and retain employees. He would not like to see ordinances become more restrictive or an outright ban. Many second story locations downtown are no longer being utilized as rental units.**

**Jesse DeFosse: The Revitalization Plan notes that a vital downtown is one where people live downtown and take part in the downtown community.**

**Dan Gavinski: The city needs to be more proactive towards the deteriorating condition of the Kilbourn Inn Motel.**

**Justin Draper: Many of the second story units in downtown buildings would find numerous code and structural issues, restricting usage possibilities.**

**Nick Laskaris: Wherever possible, employer owned workforce housing should be encouraged and not restricted. Second floor usage should be encouraged as should motel conversions to workforce housing to alleviate the shortage of living quarters.**

**Kelli Trumble: The housing issue emphasis needs to be on the productive use of limited space which will generate Premier Resort tax (PRT) revenue. Workforce housing will not do that. The issue is not one of banning housing which is needed, but rather where units should be located and to be sure prime locations produce prime (PRT) revenues.**

**Jesse DeFosse: We should try to protect to maintain small motels to be used as motels instead of promoting conversion to workforce housing.**

**The consensus BID opinion was that no one wanted to see redevelopment of the Kilbourn Inn Motel to workforce housing. As redevelopment takes shape, it is considered too important a location to be utilized in that manner.**

#### **2016 DELLS AREA FARMERS MARKET:**

**Lisa Beck helped develop the DeForest Chamber of Commerce Farmers Market prior to working with the Visitors Bureau. Lisa made the following points:**

- 1. There is a lot of competition, especially on Saturdays, in our area. Vendors will travel up to 45 minutes to participate in the right market for them.**
- 2. What do you see a Market accomplishing? Is it geared towards locals or tourists. Is it a quality of life, an economic development or downtown development goal we hope to achieve. Decision on day, times and location should reflect that goal and mission.**
- 3. To make a Dells Market stand out from the others, there needs to be more of an emphasis on the experience. Entertainment, food venues, picnic tables, restroom facilities should all be part of the package.**
- 4. Easy access for both vendors and customers is important.**
- 5. Do not allow crafters. The Market will lose focus as one with homemade items.**
- 6. Sponsorships will help grow the Farmers Market and can be utilized in a marketing strategy.**
- 7. Set limits on size and numbers of vendors by product type. A more professional market only permits serious vendors instead of backyard garden types.**
- 8. Seasonal vendors should only be permitted to sell no more than 2 items.**
- 9. Items must be Wisconsin grown and no buy and sell items should be allowed.**
- 10. Very important to hire a Market Manager who will not only manage operations but recruit new vendors and promote to the public.**

**Lisa felt Bowman Park offers the best location. Kelli noted that a Public Market when developed would also provide a great venue.**

**JULY 4th CELEBRATION:**

**Jesse noted the very large attendance for the Fireworks. Though a few comments were made regarding about the execution of the display, Jesse felt it did not differ from previous years. As other area shows expand, Nick suggested the budget for the downtown show needs to increase. He felt the variety of shows only bring more people to the area. Kevin suggested making more of a day long celebration to keep people downtown longer. He also suggested synchronization of fireworks to music as others do. Another idea attempted on a small informal basis was the launch of Wish Lanterns. Kevin felt this could be greatly expand to the point of selling lanterns to help defray some of the cost of expanded fireworks. Kelli noted that Kevin and Kyler Royston will co-chair this event and come up with 2016 recommendations. Jesse DeFosse's work in helping BID as it took over the operation of the 4th of July Fireworks celebration was noted by Chairwoman Kelli Trumble and his efforts were greatly appreciated.**

**RIVER WALK UPDATE: Chris reported the State is still reviewing the final plan and so there is nothing new to report yet.**

**NEXT AGENDA:**

**City Attorney Joe Hasler should have the draft of new BID by laws ready for review at an August meeting.**

**July 22 agenda to include an update on the work Zebra Dog has been doing, an update on discussions being held about the 2016 Wine Walk, River Walk update.**

**Justin made a motion for adjournment. Second by Dan. Approved.**