

**BID Committee  
August 5, 2015**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Dan Gavinski; BID</b>	<b>Lisa Beck; WDVCB</b>
<b>Justin Draper; BID</b>	<b>Ed Fox; Parking Board</b>
<b>Jesse DeFosse; BID</b>	<b>Keith Koehler; Parking Board</b>
<b>Kyler Royston; BID</b>	<b>Phil Helley</b>
<b>Mark Sweet; BID</b>	<b>Eric Helland</b>
<b>Chris Tollaksen; Public Works</b>	<b>Brian Holzem</b>
<b>Ed Legge; Dells Events</b>	<b>Adam Makowski</b>
<b>Robbie Hale</b>	<b>Jasper Kooij</b>

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

**Justin Draper moved to approve the minutes from July 22 meeting. Second by Jesse DeFosse. Approved.**

**PARKING BOARD RECOMMENDATIONS:**

**Keith Koehler reviewed the discussion points from the July 22 BID meeting. Since that time City Treasurer Karen Terry found that there is a city ordinance on record which identifies the Parking Board as a Parking Utility. Discussion centered on a series of five recommendations to be forwarded to the Parking Board and how the income derived would be handled**

**Motion was made by Dan Gavinski that the BID Committee strongly encourages that the Parking Utility be implemented and that all income and expenses are the Parking Utility's budget. The Parking Utility takes a three year average of income and give that amount back to the City for the 2016 budget, with the understanding of a five year capital contribution being given from the Parking Utility to the City's budget. Second by Jesse DeFosse. Motion passed unanimously.**

**Motion was made by Justin Draper with second by Jesse DeFosse that the BID Committee recommends to the Parking Board the following:**

- 1. Raise the parking fee to \$1 per hour.**
- 2. Parking meters be enforced from the first Saturday in May through the last Sunday in September.**
- 3. The daily enforcement hours be 10am - 9pm.**
- 4. Plates on all meters be changed by October 2015.**
- 5. All kiosks are turned off from October 1 through April 30 annually.**

**Motion passed unanimously.**

**JULY 4th EVALUATION:**

**Jesse said though reviews were generally positive there were concerns expressed about long pauses during the exhibition. J&M admitted to some errors and will conduct operations next year electronically instead of manually. They will give BID back \$1,000. Jesse noted the contract ends after 2017 and at that time recommended any contract lock in rates for a longer period of time. Consensus of**

**the committee was to apply the \$1,000 as part of the 2016 program. Expansion of the July 4th experience is something Kevin Ricks and Kyler Royston are working on and would be considered in the 2016 budget deliberations.**

**2016 TASTE OF WISCONSIN DELLS UPDATE:**

**Mark Sweet reported on discussions with Jenifer Dobbs from the Visitors Bureau. Working with the Bureau, the creation of a Friday night event with a strong musical/entertainment element is in the plans. There would be a food element to Friday evening though specifics need to be worked on as to whether it will include the participating restaurants. With the help of the Bureau as well as creation of a group of restaurants to set guidelines, it is hoped that more participation from our local restaurants will result. Jenifer indicated the Bureau is already working on logo improvements, website improvements and budgeting for a Friday evening Taste event. The ultimate goal is to generate more overnight stays on Taste weekend. If that occurs, the Bureau will consider taking over operation of the festival in 2017.**

**2016 BID PRIORITIES/ BUDGET PLANNING:**

**Kelli reviewed the priorities list developed at the July 22 meeting. She reported that Dan Gavinski and Justin Draper will be assisting in the development of a proposed 2016 budget to review.**

**Mark asked that thought be given to the Brooks recommendation regarding retail mix and reducing the number of T shirt shops in downtown. Implementation may cost money and perhaps should be taken into consideration in the budget. Initial property valuations have been done. Chris said preliminary look is rates unchanged from last year, however the valuation of the Woodside Sports complex should add close to \$30,000 to the income BID will have to work with.**

**NEXT AGENDA:**

**The current budget will be sent to all BID members to review prior to August 19th meeting. Only other item will be a review of the draft of BID by laws from the City Attorney.**

**Motion to adjourn by Justin. Second by Kyler. Approved.**