

**BID Committee  
August 19, 2015**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>City Attorney Joe Hasler</b>
<b>Justin Draper; BID</b>	<b>Ed Legge; Dells Events</b>
<b>Dan Gavinski; BID</b>	<b>Jim Decker</b>
<b>Jesse DeFosse; BID</b>	<b>Bob Steinweg</b>
<b>Kyler Royston; BID</b>	<b>Eric Helland</b>
<b>Kevin Ricks; BID</b>	<b>Brian Holzem</b>
<b>Mark Sweet; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
	<b>Lisa Beck; WDVCB</b>
	<b>Robbie Hale</b>
	<b>Jasper Kooij</b>

**Meeting was called to order by Chairwoman Kelli Trumble.  
Jesse DeFosse moved to approve August 5th minutes. Second by Justin Draper. Approved.**

**BID BY-LAWS:**

**Kelli distributed the copy of the ordinance passed by the Common Council Monday evening which formalizes the BID's planning, budget and operational processes. The draft of the by-laws prepared by the City Attorney were reviewed. As part of the BID's purpose and powers it will be considered the lead City agency for redevelopment and revitalization of Downtown Wisconsin Dells.**

**Justin moved to approve the draft of the by-laws . Second by Dan Gavinski. Approved unanimously.**

**2016 BUDGET:**

**Kelli reviewed the proposed 2016 BID Operating Budget. Operating revenue would be \$295,349, which includes an increase in the BID assessments of \$15,324.**

**The proposed operating expenses include creation of a seasonal worker for downtown cleanup and an intern position related to the implementation of the second phase of the downtown design recommendations coming from the ZebraDog staff. Another proposed line item was an increase of \$7,850 to expand the July 4th celebration. Marketing efforts were placed together as one line item (River Arts District Branding) with a more specific breakdown of use to follow as proposals come in, hopefully by the next meeting. The proposed budget also shows an increase in flower planting for summer and fall due in part to the completion of construction on Oak Street and also to complement the redesign work being proposed by ZebraDog.**

**Proposed operating expenses would be \$295,349.**

**Discussion followed with these questions raised: 1) Should the BID pay to do the cleanup work each business is supposed to do. 2) As revitalization plans move forward, the demand to beautify downtown will only increase. How can BID move in a responsible way to finance that demand. 3) Whose responsibility should the development of a website to retain and recruit businesses come under and would that be part of the Marketing budget if undertaken by BID. 4) will the final special assessment number be different from the one presented today.**

**The next meeting will be September 2nd at 8:30AM. Ad-Lit staff was asked to present more specific numbers on marketing proposals to help the committee complete work on the 2016 budget.**

**Justin Draper moved for adjournment. Second by Kevin Ricks. Approved.**