

**BID Committee
September 16, 2015**

Attending: Kelli Trumble; chairwoman	Phil Helley
Justin Draper; BID	Robbie Hale
Jesse DeFosse; BID	Adam Makowski
Dan Gavinski; BID	Brian Holzem
Kyler Royston; BID	Ed Legge; Dells

Events

Mark Sweet; BID
Chris Tollaksen; Public Works

Meeting called to order by Chairwoman, Kelli Trumble.
Motion made by Justin Draper to approve the September 2 minutes.
Second by Kyler Royston. Approved.

ZEBRADOG PHASE 2 UPDATE:

The plan forwarded by ZebraDog for the River Arts District downtown revitalization will be shared with the public at a joint Common Council / BID meeting to be held at the WDHS gymnasium on Monday, September 21. Pending direction from the Common Council, movement on Phase 2 will commence. ZebraDog has made recommendations in regards to the execution of the next phases. It is expected that the new Design Review Committee will cover areas such as architecture, zoning and signs. Part of the work BID will probably cover will be the River Walk and the opportunity to creatively tell the story of the river and its part in the history of Wisconsin Dells. Once Common Council direction is given, it is expected all City committees will work together to determine areas of responsibility within the overall plan.

The financial impact for the 2016 BID budget should become clearer as BID areas of responsibility in the plan are clarified. There are unused allocated funds in the 2015 budget (Economic Development line ..\$36,925) and the proposed 2016 budget (River Arts District..Phase 2 line— \$63,033). In addition, reserve funds could be considered for use, if found necessary.

2016 BID BUDGET:

One change in the proposed budget since the last meeting, was the addition of \$1560 expense for 24 Winter plantings. The number and precise locations of these plantings have not been finalized. Cost would be \$65 each. A final recommendation will be made at the next meeting to include in the 2016 budget. To help offset this new expense, the line on Perennial Flowers was removed from the budget.

UPDATES:

Chris Tollaksen reported that DOT is gathering more information on an area at the River Road bridge. Though, there is still some hope the project can be put out for bids this fall, it is now clear that there will be no construction taking place this fall.

NEXT MEETING AGENDA:

- 1. Final action on the 2016 BID budget.**
- 2. Plan for Winter plantings**
- 3. Continue looking at BID role in Phase 2 of the ZebraDog plan.**

**Motion to adjourn made by Justin Draper. Second by Jesse DeFosse..
Approved.**