

**BID Committee  
Special Meeting**

**September 21, 2015**

**Attending: Kelli Trumble; Chairwoman**

**Dan Gavinski; BID**

**Justin Draper; BID**

**Kyler Royston; BID**

**Mark Sweet; BID**

**Aldersperson Jesse DeFosse; BID**

**Mayor Brian Landers**

**Aldersperson Brian Holzem**

**Aldersperson Dar Mor**

**Aldersperson Ed Voinich**

**Aldersperson Mike Freel**

**Aldersperson Ed Fox**

**Joint meeting of Wisconsin Dells Common Council and Wisconsin Dells BID Committee. Council meeting called to order by Mayor Landers. BID meeting called to order by Chairwoman Trumble.**

**A presentation was made by the staff of Zebra Dog which provided a comprehensive overview of the downtown revitalization plan. The presentation focused on the branding theme of the Wisconsin Dells River Arts District which would become the central focus of the proposed redevelopment projects which would take place over the coming years. Major purpose of the River Arts District is to make the downtown a stand alone destination for everyone with a goal to increase visitor spending by 30% particularly during the “shoulder season” months. The presentation emphasized embracing what is already special about this area in particular the river and the Dells’ history. Emphasizing the cultural arts can help tell that story in a creative and entertaining manner. Physical areas covered in the presentation included the railroad bridge, The River Walk, Broadway storefront facades, street side cafe spots, and an effective way finding program.**

**Public comments from the audience showed positive support for the presentation. Suggestions included incorporating Stand Rock into the proposed logo, utilizing resources within the HoChunk Native community, and emphasizing that individual businesses need to take ownership of the theme and make improvements where needed.**

**In response to a question from the audience, Mayor Landers noted that funding for the projects will come from a variety of room tax increases, development grant programs, possible private development financing sources. He does not see property taxes being used for these projects.**

**Dan Gavinski made a motion to approve the concept of ZebraDog’s presentation and to urge the City Council to also approve the concept of the Wisconsin Dells River Arts District and to provide the leadership and funding needed to move these concepts forward. Second by Jesse DeFosse. Approved unanimously.**

**Justin Draper moved for adjournment. Second by Kyler Royston. Approved.**