

**BID Committee
September 30, 2015**

Attending: Kelli Trumble; Chairwoman
Kevin Ricks; BID
Dan Gavinski; BID
Jesse DeFosse; BID
Kyler Royston; BID
Mark Sweet; BID
Karen Terry; City Treasurer
Chris Tollaksen; Public Works
Ed Legge; Dells Events

Jim Decker
Bob Steinweg
Lisa Beck; WDVCB
Adam Makowski
Brian Holzem
Eric Helland
Robbie Hale

Meeting called to order by Chairwoman Kelli Trumble.
Kevin Ricks made a motion to approve September 21 meeting minutes. Second by
Kyler Royston. Approved.

DELLS RIVER ARTS DISTRICT / NEXT STEPS:

Various city committees and leadership have begun discussing Phase 2 of the plans developed by ZebraDog. Several areas BID should take the lead role include development of branding and graphic standards, development of the storytelling vignette areas along the River Walk and development of both a temporary and permanent website for the Dells River Arts District. The Economic Development funds in the 2015 budget (@ \$36,000) would be used to pay for this initial work. The new city Design Review Committee has met and would like to have new standards in place by the end of the year. It would be helpful if BID has branding and graphic standards set by that time as well. It is also possible BID might be asked to be involved with the development of a way finding plan and work on the 200 block of Broadway.

DESIGN REVIEW COMMITTEE:

Dan Gavinski, as BID representative, will report regularly on the new committee's work. The first meeting was September 29th and mostly organizational in nature. Design standards from a number of communities will be reviewed.

RIVER WALK PHOTOGRAPHY CONCEPT:

Local photographer Joe Leute has been working on a concept focusing on telling the story of "the people behind the river." A presentation of several photos with copy he also wrote was made to the committee. Once BID determines what the exact focus of the storytelling should be, ZebraDog would then be able to put together designs to creatively present the story of the river and its people. Suggestions made following this presentation included stories on some of the colorful ticket sellers, audio presentations along the River Walk and featuring members of the HoChunk Nation.

RIVER WALK MAINTENANCE NEEDS:

Several areas are in need of work on the River Walk. The area below the entrance bridge at Broadway needs painting which will involve use of a 35,000 lb. lift vehicle. There is extensive graffiti at the river overlook area and some of the landscaping needs attention as well. A determination will need to be made as to the costs involved with each area of concern and which city departments will be responsible.

2016 BID BUDGET:

Kelli reviewed the proposed final budget. The most significant change was the addition of \$150,000 expense line to develop the River Walk vignettes and entrance features as part of Phase 2 River Arts District work. The figure covers approximately half the possible costs on these projects, however numerous grants and other funding sources have been identified which could be applied for to cover the other half of the costs. \$90,569 of BID surplus funds were moved to cover the balance of the \$150,000 expense.

Karen Terry reported that by moving the \$90,569, the BID surplus would be around \$60,000. Brian Holzem questioned using that much of the surplus in the early stage of a long term project. Kelli said that it is important in 2016 to demonstrate significant progress toward establishing a Dells River Arts District. It was felt that at this stage it would not be prudent to raise the special assessment to fund the revitalization. That option could remain open as visible progress is made on the plan.

The Visitors Bureau has committed \$3000 toward the July 4th Fireworks celebration in 2016.

Jesse DeFosse made a motion to approve the 2016 BID budget as presented and send it forward to the City Finance Committee and City Council for approval. Motion seconded by Kevin Ricks. Approved unanimously.

AGENDA ITEMS / NEXT MEETING:

Items on the agenda to include approval of September 16 minutes, Wine Walk update, Winter Street decor update, Shoulder season free parking program update, discussion on temporary website, branding and graphic standards with input forthcoming from ZebraDog.

Motion to adjourn made by Kevin. Second by Kyler. Approved.