

**BID Committee
November 11, 2015**

Attending: Kelli Trumble; chairwoman
Kevin Ricks; BID
Justin Draper; BID
Dan Gavinski; BID
Jesse De Fosse; BID
Kyler Royston; BID
Mayor Brian Landers
Chris Tollaksen; Public Works

Romy Snyder; WDVCB
Sarah Hudzinski; WDVCB
Jenifer Dobbs; WDVCB
Lisa Beck; WDVCB
Jim Decker
Brian Holzem
Robbie Hale
Alan Hansen

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve October 28 minutes made by Kevin Ricks. Second by Kyler Royston. Approved.

DOWNTOWN WEBSITE: Romy Snyder presented a plan for the current wisdellsdowntown.com to become part of the Visitor Bureau's website (wisdells.com). The service would be provided at no cost to BID or downtown businesses. All businesses would be listed as part of a separate page. Bureau members would be able to have an enhanced listing and non-Bureau members would be listed upon submission of their information. If approved, work could begin immediately. The Bureau would take responsibility to let downtown non-member businesses know about the process to "sign up" with their information. The site could become part of wisdells.com by the end of the year.

Committee consensus was that this page continue to be referenced as "Downtown" page and that any business located within the boundaries of the BID District have the opportunity to be listed.

Bureau will host and Bureau staff will maintain the new page.

Justin Draper moved that BID work with WDVCB to develop the transition of the downtown website to wisdells.com. Second by Kevin Ricks. Approved unanimously.

REVITALIZATION WEBSITE: Zebra Dog (ZD) has begun work on the design of the separate website which will be the primary web presence for information on the downtown revitalization of the Dells River Arts District. The website dellstourismdevelopment.com, which currently provides development updates would serve as host and maintenance provided by WDVCB staff. The look of this temporary website would be converted based on ZD's design work. The timeline proposes that the newly designed website be in operation either January or February 2016.

UPDATES: MAYOR LANDERS: Mayor Landers updated BID on decisions made at Parking Board meeting. The Board approved removal of four parking spaces on the northeast corner of the 500 Broadway block. (Carvelli's) The Board also approved the removal of three parking spaces on the northwest corner of the 200 Broadway block (Cheesecake Heaven) and another two spaces at the southeast corner of 200

Broadway (Distillery/ MACs). The areas would be utilized as cafe zones for outdoor dining, but could be used in other manners such as entertainment, River Arts Brand improvements or information kiosks. The proposal will go to the Finance Committee for action. Increased revenue from Premier Resort tax (PRT) would finance the construction. If approved, the work could be done by the 2016 summer season. The Mayor briefly updated BID on results of the downtown traffic study conducted by MSA. The results will be considered in decisions yet to be made on location of the planned Public Marketplace and Plaza. Discussion on traffic routing will take the study into account as well as pedestrian accessibility and safety.

RIVER ARTS DISTRICT BRAND GUIDELINES: Discussion was tabled as ZD needs more time to complete its recommendations for BID to review.

BUSKER PROGRAM GUIDELINES: Discussion and review of the busker program produced several suggestions. Ideas included creation of photo ID for each licensed performer and that identification be clearly displayed by the individual. Suggestion was also made that BID should be more actively involved in the selection/licensing of buskers and that a subcommittee be established to work with Jenifer Dobbs and the Police Department. The few rules that are in place should be reviewed based on what has taken place in previous summers. Clarification needs to be made as to any legalities involved with regulating the busker program.

MSA/ RIVER WALK PROJECT: Discussion pushed back to next meeting. Melanie Tallmadge Sainz from LEAF will participate at December 9 meeting with ideas to incorporate local Native history into the River Walk vignette project.

KICKSTARTER FUNDING: Kyler Royston encouraged everyone to review information sent about Kickstarter as a means to generate community fundraising for the planned River Walk project. Item will be placed on next agenda for discussion.

DESIGN REVIEW COMMITTEE: Dan Gavinski noted progress made on a list of standards and recommendations covering signs, awnings, canopies, and portable signs. It is felt that following one more meeting a final proposal will be drafted and submitted for City Council action. Dan expects a “grandfather” element will be incorporated involving existing signs.

SHOP LOCAL PROGRAM: Plenty of flags and shirts are available at the Public Works office for businesses.

NEXT AGENDA: Review of 2016 print advertising, Kickstarter funding program, Busker program update, River Walk Project, ZD Brand Guidelines.

Justin moved for adjournment. Second by Kevin. Approved.