

**BID Committee**  
**November 18, 2015**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Phil Helley</b>
<b>Justin Draper; BID</b>	<b>Robbie Hale</b>
<b>Kevin Ricks; BID</b>	<b>Jim Decker</b>
<b>Kyler Royston; BID</b>	<b>Brian Holzem</b>
<b>Dan Gavinski; BID</b>	
<b>Mark Sweet; BID</b>	
<b>Nancy Holzem; City Clerk</b>	

**Meeting called to order by Chairwoman Kelli Trumble.**  
**Motion made by Kevin Ricks to approve November 11 minutes. Second by Kyler Royston. Approved.**

**2016 CREATIVE PRINT ADS:** Layout and copy were presented by Kevin. Slight modifications were made to the copy. Kevin's team will forward to Ad-Lit by the deadline. The new web address for the downtown website will be featured. Recommended that creative work for 2017 publications begin earlier with River Arts District brand rollout expected.

**UPDATE ON WEB MERGER:** A letter was sent out to the business community announcing the partnership with the Visitors Bureau in managing the Downtown website. BID members will distribute postcards to businesses about the merger.

**BUSKER/ ENTERTAINMENT SUB COMMITTEE:** Jesse DeFosse and Kyler Royston will serve on the new committee along with Lt. Perry Mayer representing the Police Dept., Alison Schoebel and Jenifer Dobbs from the Visitors Bureau. Task will be to incorporate newly created Cafe zones, temporary plaza areas which the City Council has approved and Oak Street as part of an overall plan to include street performers as well as the current BID summer entertainment program.

**BRAND USAGE AND GUIDELINES:** Expectation is that Zebra Dog (ZD) should have their recommendations ready for one of the BID meetings in December.

**RIVER WALK CONSTRUCTION:** It is expected the bidding process will commence in December. It is still too early to pinpoint when Phase 3 construction will start in 2016. Locations of the River Walk vignettes ZD will be designing needs to take the 2016 construction calendar of Phase 3 extension into account.

**KICKSTARTER FUNDING:** Kickstarter is a community based program which helps start up projects with matching funds. Kyler believes it might be a good avenue to explore as one way to raise funds for the River Walk vignette construction. Kickstarter does not do partial funding, so the financial goal of the project would need to be totally met. Unknown is if Kickstarter sets deadlines for a fundraising campaign. According to John Langhans from MSA, participation in this type of

**program would in no way jeopardize the WDEC grant MSA is submitting on behalf of the Downtown Revitalization plan. Kyler will gather more information for BID consideration.**

**NEXT MEETINGS: December 9 and December 17 are the meeting dates next month. Agenda for December 9 meeting will include update on the Busker/ Entertainment subcommittee and Melanie Tallmadge Sainz from LEAF. December 17 agenda will include River Arts District Brand Usage and Guidelines.**

**Justin Draper moved for adjournment. Second by Dan Gavinski. Approved.**