

**WISCONSIN DELLS BID COMMITTEE  
WEDNESDAY, APRIL 29,2015**

**Attending: Kelli Trumble; chairwoman  
Justin Draper; BID  
Dan Gavinski; BID  
Jesse DeFosse; BID  
Kevin Ricks; BID  
Kyler Royston; BID  
Mark Sweet; BID  
Chris Tollaksen; Public Works**

**Jenifer Dobbs; Visitors Bureau  
Lisa Beck; Visitors Bureau  
Ed Legge; Dells Events  
Jim Decker  
Brian Holzem  
Corey Kissack  
Eric Helland  
Jackie Morse  
Nick Morse**

**Meeting was called to order by new BID chairwoman, Kelli Trumble.**

**Motion made by Dan Gavinski to table approval of April 9 minutes for May 13 meeting. Second by Kevin Ricks. Approved.**

**Kelli recognized outgoing BID chairperson Jesse DeFosse for his service and noted the important initiatives undertaken during his term. Jesse will serve as Vice chairperson.**

**UPDATES:**

**Kelli reported that the Tourism Development Committee recently put out a public newsletter. The newsletter noted completion of the Marketplace study with the recommendation to advance that project as well as the process to be undertaken in the upcoming months. The committee will enter into a contract with Zebra Dog from Madison to begin the first phase of Downtown design review on June 1. As Zebra Dog conducts its initial phase of work, Kelli felt that through discussion the BID working relationship with Zebra Dog as well as the actual design recommendations they make will be clarified and become a part of the BID agenda. Also, discussion and action to be taken on Mayor Landers' request to formalize BID structure in line with Wisconsin Statutes will occur at a future meeting.**

**DOWNTOWN ENTERTAINMENT PROGRAM:**

**Jenifer Dobbs reported that all performers have been hired and the Eddy Street schedule is set. 66 shows are scheduled thru the summer at an approximate cost of \$22,199. An entertainment insert in the Downtown Dells brochure and posters are done and ready for distribution. Jenifer recommended a new schedule sign made from corrugated material is needed which would be tied to the Eddy Street bleachers. Approximate cost would be \$250. Justin Draper moved to approve constructing the new schedule sign for the bleachers at a cost of \$250. Second by Kyler Royston. Approved.**

**Dan inquired about adding a second schedule sign at a location on the other end of downtown. Kelli and Jenifer said that there has been discussion about expanding the entertainment program to a second location such as the 500 block of Broadway or**

**the Bennett Museum patio. Such an expansion could look at afternoon scheduling and family oriented programs. It could possibly be done in a trial format this summer. Kelli asked Jenifer to put together more specifics so a budget could be developed for feasibility. A second sign could be included as part of this concept.**

**BID MEETING SCHEDULE:**

**A BID meeting schedule which would begin May 13 sets meeting dates every two weeks. Dan made a motion to approve the schedule as presented. Second by Kevin. Approved.**

**OAK STREET PLANTERS:**

**Chris Tollaksen presented two directions to proceed. Eventually about 25 permanent ceramic planters will be put in place on Oak Street. The purpose will not only serve to enhance the aesthetics but will act as a buffer between the parallel parking spaces and the sidewalk since there will no longer be a traditional curb. The expense of permanent planters was included within the overall street reconstruction budget to be paid through Premier Resort Tax (PRT) funds. As the street construction will be completed in early June, permanent ceramic planters would need to be ordered very soon to be in place in June. Any decision on color and style would not be able to be coordinated with any overall design plans coming from Zebra Dog as their contract will commence on June 1.**

**An alternative to making an immediate decision on permanent planters would be to make a purchase of temporary plastic planters. Thompson's Full Bloom recommended using a three planter combination to be set at 25 "parking stall" locations. The cost for the total of 75 planters from Home Depot would be \$5100. Once a decision from BID is made regarding the permanent ceramic planters this summer, the temporary planters could be utilized in other ways to be determined after the ceramic planters are set in place.**

**Thompson's Full Bloom also provided a bid of \$8625 to plant each planter and the ongoing maintenance. This expense would become an annual expense line in the BID budget. This bid relates to Oak Street only.**

**Chris indicated that the expected color of the street pavement and sidewalk pavement will be different shades of gray and that any decision on temporary planter colors should take that into account.**

**Eric Helland felt that the temporary planters would be subjected to damage by cars attempting to parallel park on Oak Street and even from pedestrians and weather conditions.**

**Kelli indicated that it would be desirable to make a decision on permanent planters this summer so they could be set in place in fall (when all flex parking spaces are expected to revert back to parking spots only). Kelli also noted that the condition of some of the flower pots on Broadway is deteriorating and will need to be addressed in the 2016 budget.**

**Eric suggested after use on Oak Street, that some of the temporary planters could be offered for purchase to Downtown businesses.**

**Dan made a motion that BID contract for one year with Thompson's Full Bloom to plant and maintain the planters on Oak Street at their proposed bid. In addition, temporary planters should be purchased from Home Depot at an approximate cost of \$5100 in time for placement in June when the reconstruction is completed. Seconded by Kevin. Approved.**

**WINE WALK REPORT:**

**Mark Sweet reported all 450 tickets were sold for Wine Walk held on April 24th. Seventeen businesses participated and many locations indicated very heavy traffic counts. Due to rain and cold, the Duck shuttle was extremely popular. Comments have been made that it is one of the things that makes the Dells Wine Walk stand out from other communities. Mark commended businesses for making a great effort with their appetizers being served which also will continue to make this event special. It was felt that holding only one walk in the spring may serve to only increase demand for the tickets.**

**SIGN VARIANCE APPLICATION:**

**Dells Deals on the 100 block of Broadway has applied and paid for a variance on the sign ordinance. The business would like to utilize the sides of its canopy. The canopy is shaped as a boat which comes to a point. It has no area on the canopy directly parallel to the street. Chris Tollaksen indicated BID could either approve or disapprove the request. The request for a variance would still go to the Board of Appeals. If the Board were to approve the variance, the request would come back to BID for final action. Dells Deals would need to prove that the current sign ordinance provides a hardship to their ability to conduct business.**

**Dan recollected Bill Anderson with his Paintball business located next door to Dells Deals having a similar request rejected by BID. He felt there needs to be consistency. Chris said the only difference is this business has gone through the process for a variance while the other business did not do so.**

**Dan made a motion to deny the request for the variance. Second by Jesse. Approved.**

**AGENDA: MAY 13..8:30AM**

**Request by American Legion for placement of flag banners downtown.**

**Update on WIFI in downtown.**

**Design elements of Illinois Avenue overlook on River Walk project.**

**Safe Ride program.**

**Welcome Info packet for new businesses.**

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