

**Wisconsin Dells BID Committee
June 10, 2015**

Attending: Kelli Trumble; chairwoman	Lisa Beck; Visitors Bureau
Justin Draper; BID	Jennifer Dobbs; Visitor Bureau
Kyler Royston; BID	Keith Koehler
Kevin Ricks; BID	Jim Decker
Dan Gavinski; BID	Eric Helland
Mark Sweet; BID	Jeremy Ringdahl
Chris Tollaksen; Public Works	Ed Legge; Dells Events

**Meeting called to order by Chairwoman Kelli Trumble.
Justin Draper moved to approve the May 27 minutes. Second by Kevin Ricks.
Approved.**

BID DEFINING ORDINANCE:

Kelli reviewed the proposed draft which will update and formalize the BID planning, budget and operational processes. Once passed, Kelli instructed Mark Sweet that a copy of the ordinance become a permanent part of the BID records. Kevin moved that the BID approve the defining ordinance and forward it to the City Council for final action. Second by Justin. Approved.

TASTE OF WISCONSIN DELLS:

Mark reported that ideal weather conditions last weekend helped generate traffic at the festival. Many restaurants reported strong Saturday sales. Sunday was typically slower. As expected, the lower participation by restaurants was noted by both the public and the restaurants themselves. A survey of the restaurants showed very mixed reaction to the concept of Taste taking place in home restaurants instead of one location. A much better reaction was given to enhancing the entertainment, though not at the expense of the Taste itself. A number of restaurants voiced support of a return to Oak Street in 2016.

Jennifer Dobbs said that Taste of the Dells and the concept of a Music Festival are on the Festival Board meeting agenda next week. Looking at ideal dates for such a pairing of events is important as there are some times of the year where holding a festival is not necessary. For the Visitors Bureau to be involved heavily, such a festival would need to show it could generate overnight stays preferably at a time where that is needed. Communication will remain open as it is hoped the process can move ahead. Mark suggested he would like to see the restaurants take a more active role in planning the Taste.

UPDATES:

Parking Board: At the next scheduled BID meeting, off season parking will be on the agenda as Alderperson Ed Fox; chair of the Parking Board, WDPD Chief Jody Ward and Keith Koehler have been invited to participate. Keith said that the Parking Board is trying to look at a number of suggestions to deal with the problem of off season parking. There seems general agreement that numerous aspects are not consumer

friendly as enforced at present. One suggestion made has been to increase meter rates with the increase in revenues possibly allowing more relaxed enforcement and less fines being handed out. This idea might be difficult to enact with free standing parking meters. It could be done easily at the parking kiosks. Dan Gavinski felt locals in particular have a problem with early morning strict enforcement and sees it as a detriment to conducting business. Justin said clarity needs to be done so the public knows when enforcement takes place. Eric Helland suggested establishing the Parking Board as a public utility with any surplus in funds to be administered by such a utility instead of going into the city's general fund.

As a separate parking subject, Chris Tollaksen said that no final decision has been made yet on how to handle parking at the Oak Street reconstruction this year.

Shuttle Service: Jeremy Ringdahl expects to be operational this weekend. He reported on a number of confirmed stops and hopes to secure others downtown. He presented a rough draft for a TROLLEY STOP sign. Kyler Royston suggested not to have too many stops as the goal is to have people stroll through and not drive through downtown. The subject of posting schedules was noted. It is important to have reliable information. Kevin said the posting of schedules is done digitally in some cities. The biggest obstacle is traffic jams during the summer. Jeremy hopes to keep operations going into October.

PUBLIC RESTROOMS CONTRACT:

The existing contract at Wizard Quest needs to be revised. DUKW has ownership of the building instead of Paul Olson. The old contract for use of the restrooms by the public and maintenance care had been renewed annually. The recommendation is for BID to enter into a five year contract with quarterly payments to be \$3810 commencing on July 1, 2015. Additionally, beginning July 1, 2016 the agreement allows for annual cost of living increases through June 30, 2019. Justin made a motion that BID approve the contract and forward it to the City Council for approval. Second by Kevin. Approved with Dan Gavinski abstaining.

4th OF JULY POSTER: Jesse DeFosse was not in attendance. A copy of the proposed poster will be forwarded for approval via email.

UPDATES: PART 2

Chris Tollaksen suggested that in light of the redevelopment plan, BID might want to be proactive in regard to the location of housing for the foreign student workforce. The city has recently denied three requests to establish student workforce housing in the downtown commercial district. Chris suggested drafting a statement or ordinance which would not permit student workforce housing in the C-2 commercial zoning district. Chris will put together information in preparation for discussion at the next meeting.

Next Meeting Agenda:

- 1. Policy to replace OPEN flags.**
- 2. Overlay District to address foreign student workforce housing.**

- 3. Discussion with Parking Board on off season parking.**
- 4. Update on River Walk contract. Chris said a stumbling block is a \$144,000 increase in engineering fees placed in an amendment to the contract. He considers it excessive and negotiable, however a plan must be determined on where such funds would come from before the contract will be bid out. If that can be ironed out, it is still hoped that construction on the Illinois Ave. bridge could begin this fall.**

Dan made a motion to adjourn. Second by Kevin. Adjourned.