

**BID Committee  
July 6, 2016**

<b>Attending: Kelli Trumble; Chairwoman</b>	<b>Dan Fulwiler</b>
<b>Kyler Royston; BID</b>	<b>Jim Decker</b>
<b>Kevin Ricks; BID</b>	<b>Brian Holzem</b>
<b>Dan Gavinski; BID</b>	<b>Tiffani Jones; WDVCB</b>
<b>Justin Draper; BID</b>	<b>Alexandra Harjung; WDVCB</b>
<b>Jesse DeFosse; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Mark Sweet; BID</b>	<b>Ed Legge; Dells Events</b>
<b>Mayor Brian Landers</b>	<b>Becca Fredricksen; BID intern</b>

**Meeting called to order by Chairwoman Kelli Trumble. Motion made by Justin Draper to approve June 22 minutes. Second by Kevin Ricks. Approved.**

**JULY 4th FESTIVAL RECAP:**

**Expanded activities including the band generally went smoothly and fireworks were very well attended. Though turnout for the 5K Patriot Run was small, Kyler Royston and Kevin Ricks both felt with some adjustments it could be built up. Only criticism made was that there needed to be more variety in food choices which will be considered in 2017.**

**DUCHESS PLAZA GRAND OPENING:**

**The Grand opening ceremony is scheduled to begin at 6:30PM this Saturday, July 9 with at least 12 former boat pilots of the Duchess attending and being recognized. "Superjam" will perform from 7-9PM. Over the holiday weekend, it appeared Duchess plaza was being used well. There will be some finishing touches done at the Plaza after July 9th. Corena Ricks will be painting #Dells on a rock at the desired 3D photo point in the plaza, so that every photo taken at that location will be easy to recognize being taken in Wisconsin Dells. #Dells is replacing the original large DELLS letters in the early larger Plaza plans.**

**Jenifer Dobbs has been working on programming entertainment for the Plaza after July 9th, focusing on the 3-5 PM time period. A number of Eddy Street performers are interested in performing at the Plaza. A final determination needs to be made about whether some buskers should be scheduled at the Plaza when other entertainment is not occurring.**

**The position of summer cleaning attendant has not been filled. High Rock Cafe staff is keeping up the Plaza area 3 times a day and will be reimbursed by BID. Justin Draper reminded the committee that High Rock will have less staff after Labor Day and will not be able to service the Plaza after that date. Discussion ensued about businesses who are habitual offenders when it comes to cleanliness. Fines may be the only alternative for those businesses to get their attention.**

**FEDERAL TRADEMARK REGISTRATION:**

**An attorneys meeting will take place on Friday. Some categories are being added for trademark possibilities. The final agreement has not been approved yet.**

**RIVER WALK VIGNETTES UPDATE:**

**Bidding on the project opens next week. Reproduction from original Ho-Chunk Nation beadwork will be incorporated into the mosaic tile on that vignette. The Dells Historical Society and Dells Boat Company will be credited for photos provided in other vignettes. The River Walk expansion project continues at the Illinois Avenue bridge. Mayor Landers suggested among 2017 priorities BID consider an improved entrance to the River Walk, a way finding system getting to and throughout downtown and a “gateway” entrance to the Dells River Arts District.**

**DOWNTOWN BUSINESS MIX: REDEVELOPMENT RESOURCES:**

**Mayor Landers expects to receive recommendations about the 300 Broadway block from Redevelopment Resources by the end of the summer. It is possible the next step will be to hire a business recruiter who would have no vested interests conflicting with the improvements being sought. Significant increases in Premier Resort Tax funds since 2014 have enabled to set this program in motion. A BID role in determining priorities for redevelopment would be welcomed. Mark Sweet expressed concerns of an existing business’ desire to expand downtown operations which in his opinion would not be an improvement to be sought.**

**PARKING BOARD PRIORITIES:**

**The Parking subcommittee plans to prepare a list of priorities for the Parking Board coming from BID before the annual budget process begins. Proposals regarding improved signage for free parking and elimination of overnight parking fines are two areas being looked at. Kelli suggested also looking at very short term parking such as to pick up a food order.**

**Tiffani Jones introduced Alexandra Hartung, the new Membership Director at the Visitors Bureau. Alexandra will be the Bureau’s liaison to BID.**

**NEXT AGENDA: July 20th MEETING:**

**The next meeting will be a joint session with the Design Review Committee. Together, outdoor seating guidelines for private businesses and mobile food carts will be the agenda. BID will meet in separate session prior to the 9AM joint session.**

**Kevin made a motion to adjourn. Second by Kyler. Approved.**