

**BID Committee  
June 28, 2017**

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

**Jim Decker**  
**Jenifer Dobbs; WDVCB**  
**Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion made by Jesse DeFosse to approve June 14th minutes. Second by Dan Gavinski. Approved.**

**COHESIVE BRANDING:** To enable to move the process forward, committee consensus was for Kevin and Corena Ricks to develop the outline of a Master Plan for various projects that would be part of the overall concept of the new artistic vision for the Dells River Arts District. Where possible, estimated costs for individual projects as well as a ballpark number for everything envisioned should help the BID and other city committees with making decisions throughout the process. It is expected that ZebraDog, through the city will be consulted.

**DUCHESS PLAZA/ OAK STREET TREES AND PLANTS:** Discussion was tabled for future meeting as Justin Draper was not present.

**PARKING BOARD REPORT:** Jesse DeFosse reported that the City Council has approved the suspension of overnight parking fines effective immediately until October. The decision will be reviewed at that time. Response to a Dells Events story on line about the Council action drew a strong, very positive response on social media.

**TASTE OF THE DELLS UPDATE:** The festival drew a strong crowd again in 2017. The largest challenge continues to be getting local restaurant participation as eleven participated. Sales were strong as several participants sold out before closing. Very positive response to the "open-air aspect and removal of the large tent cover. The Fire Department was pleased with the results of being associated closely with the festival. Mark Sweet will be stepping down as chairperson for the festival after twelve years.

**2018 BUDGET:** Initial discussion centered on determining ways to measure the return on the investment throughout the BID budget. One suggestion for consideration is for BID to finance the initial costs of beautification throughout the District and other City entities budget for the maintenance of plantings. With a variety of revitalization projects on the horizon, thought needs to be given to financial sources beyond the special assessment. Emphasis should be put on city departments working together to find common ground when it comes to paying for upkeep and maintenance.

**CHAIR UPDATES:** The trademark work is now being processed through the City Clerk's office. 240 runners participated in the Gard against Cancer event at JAG recently.

**AGENDA: JULY 12 MEETING.** Items will include Cohesive branding discussion, 2018 budget, possible new photography work for marketing and Farmers Market entertainment budget.

**Motion to adjourn made by Jesse DeFosse. Second by Kevin Ricks. Approved.**