

Wis. Dells Business Improvement District (BID) Committee Meeting Agenda

Wednesday, April 17, 2019 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

Members: Tara Anchor-Chair, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Justin Draper, Dan Gavinski, Adam Makowski, Jackie Morse, Kevin Ricks, Kyler Royston

1. Call to Order
2. Approval of the April 3, 2019 Meeting Minutes (attached)
3. Discussion/Decision on Billboard Land Lease Renewals (attached)
4. Review/Discussion on Trumble Lot for Summer Entertainment (attached) Tara/Jenifer
5. Update/Discussion on Riverwalk Anchor Project (attached)
6. Update/Discussion on Bavarian Village Public Restrooms Tara/Mark
7. Drinker's Landing Project Adam
8. Items for Next Agenda to Include: Art Maintenance and Downtown Lighting Project
9. Adjournment

The Committee may take action on any of the above listed agenda items.

Tara Anchor, Chairperson

Agenda Posted & Distributed: April 12, 2019

Upcoming BID Meetings:

- Wednesday, May 1, 2019 at 8:30am
- Wednesday, May 15, 2019 at 8:30am

Open Meetings Notice: If this meeting is attended by members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.

**BID Committee
April 3, 2019**

**Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Adam Makowski; BID
Tara Anchor; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID**

**Mayor Ed Wojnicz
Chris Tollaksen; Public Works
Brian Holzem
Jenna Loda Eddy
Shane Phillips
Don Spearbecker**

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve March 20 minutes made by Kyler Royston. Second by Jesse DeFosse. Approved.

Mayor Wojnicz thanked Kelli Trumble for her years of service as BID chairwoman. He announced that Tara Anchor has agreed to serve as the new BID chairwoman.

UPDATE: SUMMER ENTERTAINMENT PROGRAM

A lease is being worked on for use of the Trumble lot for this summer's entertainment program. Insurance issues have been addressed. The proposed lease should be ready for committee review by the April 17 meeting. Chris Tollaksen asked the committee to lay out specific plans for setup of the lot as Public Works staff availability will be stretched thin due to the various construction projects taking place in the city.

RIVER WALK ANCHOR PROJECT:

A budget for design and implementation of the Broadway entry to the River Walk has not been established. When Zebra Dog presented their plan for display of the boat anchor and explanatory vignette the price tag was around \$60,000. The design is believed to be larger than the conceptual drawings done by Corena and Kevin Ricks. The ZD (ZebraDog) price tag for an enhanced entrance of covered archways was around \$800,000. Those plans could be scaled back if it was felt that the design work was desired. It is not known how ZD would react to a request to be project manager of someone else's design be it from the Ricks or someone else. Suggestion was made that 2019 may be the year to develop designs and determine who might manage the project and that the project be part of the 2020 budget.

Shane Phillips introduced himself and briefly reported to the committee about a new design product his company has featured called "Glowstone" which would be extremely visual at night.

Kelli Trumble also reported on plans for "Soul of the River" which would be a permanent exhibition of river photography done by Joe Leute. Joe has been in contact with an architect and possible contractor for the exhibit. There have been discussions with the Leonhardt family about using a portion of their property alongside the River Walk as the location for the project. The exhibit would be privately financed. Discussions with the Leonhardt family will continue.

UPDATE: 4th OF JULY CELEBRATION

Jeff Maurer has offered to make the grocery parking lot available for public viewing of the fireworks display this year. It is assumed that Maurer's would want to handle the concessions. How this might impact the Kiwanis Club who has handled the concessions for many years is still to be determined. The parking lot behind St. Cecelia School was also noted as a viewing area however it may also undergo reconstruction this summer. Other suggestions made were the Library and looking at where the construction project on Superior Street is progressing at that time for possible viewing. All alternatives will continue to be examined.

ELM STREET COMMONS AREA:

Discussions between Kevin Ricks and the City about the Chalet redevelopment will continue. Kevin has asked that both an agreement for Concept Attractions to take over ownership of the city parking lot and a commitment from the City to close off the south side of Elm Street from Broadway to the first alley for use as a public "commons" area be included in the final deal to redevelop that entire block. Any proposed agreement would be taken up by the Finance Committee and the Council. The Mayor made clear that if approved the Commons area would be city owned not privately owned.

Chris Tollaksen indicated that another issue that would have to be addressed is replacing the old utility infrastructure under Elm Street. That type of work has not been discussed as part of the Public Works budget, but should be done if the street were to be torn up for a Commons. Financing of an Elm Street Commons project will need to be taken up given that the City's resources to do this type of endeavor will be very limited due to both the Superior Street reconstruction and financial commitment towards construction of the new high school.

UPDATE: RAILROAD BRIDGE LIGHTING PROJECT

Don Spearbecker has made contact with officials from Canadian Pacific Railroad about installation of lighting fixtures on the railroad bridge. The request has been forwarded to their bridge committee. Don hopes to have a report soon from those deliberations.

Adam Makowski asked that lighting downtown buildings still be considered at some level. Tara Anchor asked about lighting of downtown trees and Don indicated he will be attending a trade show in a few weeks to see what new fixtures might be used to safely light the trees.

NEXT AGENDA: APRIL 17 MEETING:

New items recommended for discussion are maintenance of city art projects and Drinkers Lot plaza proposal. Continued topic discussions will include lease for the Trumble lot this summer, River Walk entrance and Anchor display, Railroad Bridge lighting, and Elm Street Commons area.

Motion made by Adam Makowski to adjourn. Second by Kyler Royston. Approved.

**CITY OF WISCONSIN DELLS - BID
Billboard Lease Summary**

<u>Vendor</u>	<u>Location</u>	<u>2019 Lease Amount</u>	<u>Expires</u>	<u>Notes</u>
<i>City of Wisconsin Dells</i>	<i>Highway 16 Sign - Welcome Sign</i>	<i>N/A</i>	<i>N/A</i>	
Tommy Bartlett Sign	Adams Street, Lake Delton	\$6,000.00	No Contract?	Image on File
Riverview Boat Line	HWY 12 near Hulbert Creek - Timbavati Parking Lot	\$5,750.00	03/31/2019	Image on File
Riverview Boat Line	HWY 13 near Hulbert Creek - Lower Dells	\$5,750.00	03/31/2019	
<u>Interstate Signs</u>				
Clack, Richard	Columbia Co. Sec 7	\$750.00	10/31/2019	Capped at \$750
Dovenberg, Darlene	Mile Marker 14 - I-90	\$1,800.00	Auto Renew	Capped at \$1800
Larson Farms - TOB 200 LP	Lien Road, Township of Burke - Dane Co.	\$1,500.00	10/31/2019	Capped at \$1500
Myrtle Farms - Josh Harris	Dane Co. Sec 14	\$1,000.00	10/31/2021	Capped at \$1000
Walker, Norman	Township of Lisbon Sec 15 - Juneau Co	\$1,550.00	10/19/2019	Cap at \$1550 in 2019 ?

**Land Lease Agreement
(City of Wisconsin Dells and Trumble Testamentary Trust)**

This Land Lease Agreement is by and between the City of Wisconsin Dells, a Wisconsin Municipal Corporation (the "City") and the Testamentary Trust of John A. Trumble (hereinafter the "Trust").

1. **Subject Premises.** The City will lease the following land owned by the Trust:

Lots 7 and 8, Block 64, Kilbourn City, City of Wisconsin Dells,
Columbia County, Wisconsin. Property Address: 502 Broadway Avenue,
Tax Parcel Number: 11291-31, consisting of 0.22 acres of vacant,
unimproved land.
2. **Term.** The term of this Agreement is May 1, 2019 through September 2, 2019.
3. **Use and Occupancy.** The City shall have the use and occupancy of the subject premises for use as a venue for public events, arts and entertainment.
4. **Fee.** The City shall pay rent of \$6,000.00 on or before May 1, 2019 for its right to use and occupy the subject premises.
5. **Costs.** The City will bear all costs and expenses related to its use and occupancy of the premises and shall hold the Trust harmless for payment thereon; except that, Trust shall be responsible for mowing.
6. **Surrender of Leased Premises.** At the end of the lease term the City shall surrender use and occupancy of the subject premises and return them to the Trust in their condition at the beginning of the term. The City shall bear and pay any costs required to restore the subject premises to their pre-agreement condition.

7. Indemnification. City shall indemnify the Trust from and against all loss, costs (including reasonable attorney's fees), injury, death, or damage to persons or property that at any time during the term of this Agreement may be suffered or sustained by any person or entities in connection with this Agreement regardless of the cause of injury except to the extent caused by the gross negligence or misconduct of the Trust. This indemnification by the City shall extend to any of the following on the subject premises: without limitation, their agents, employees, vendors, entertainers, guests and patrons.
8. Entire Agreement. This Agreement is the entire Agreement between the parties and supersedes and replaces any and all prior agreements, understandings and promises on the same subject whether they are written or oral.
9. Governing Law/Venue. Venue for any disputes regarding this Agreement shall be the Circuit Court for Columbia County, Wisconsin. Wisconsin law shall be applied.

CITY OF WISCONSIN DELLS

Dated: _____, 2019.

Edward Wojnicz, Mayor

Dated: _____, 2019.

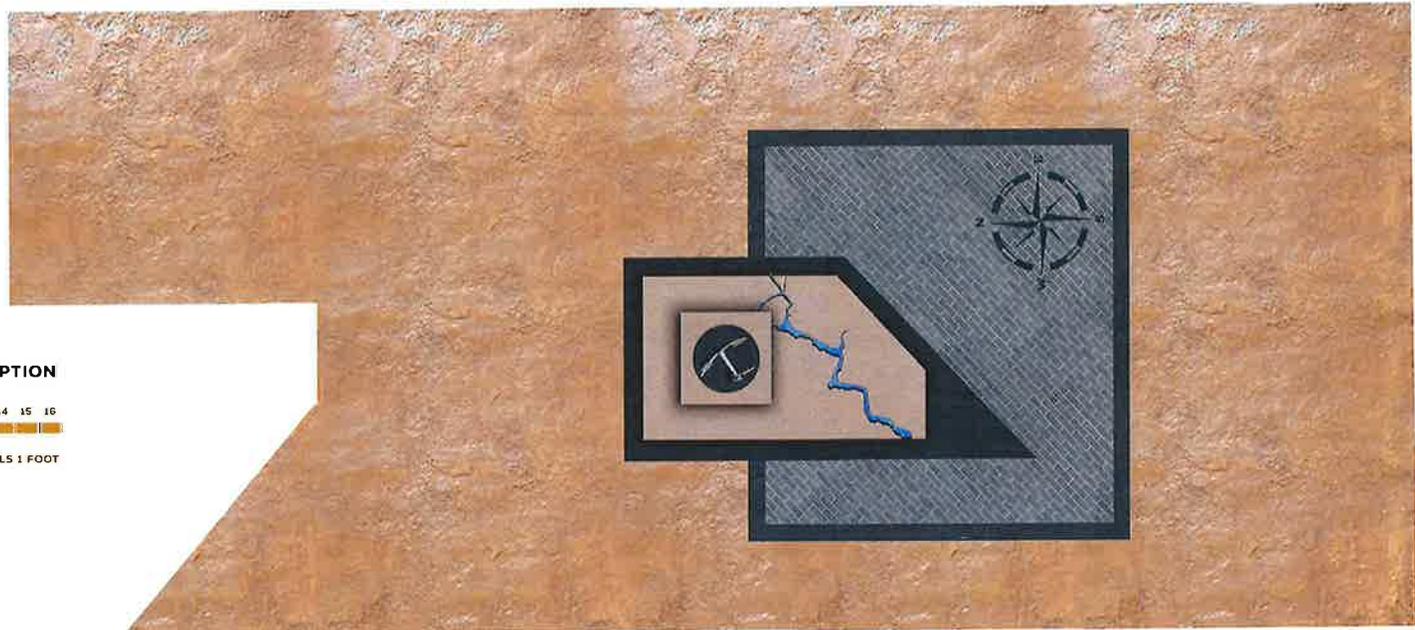
Nancy R. Holzem, Clerk/Administrative
Coordinator

**TESTAMENTARY TRUST OF THE
ESTATE OF JOHN A. TRUMBLE**

Dated: 4.10, 2019.

By: *Widow of Trumble Lella Trumble*
its: _____

RIVERWALK ENTRANCE WITH KINDER ANCHOR

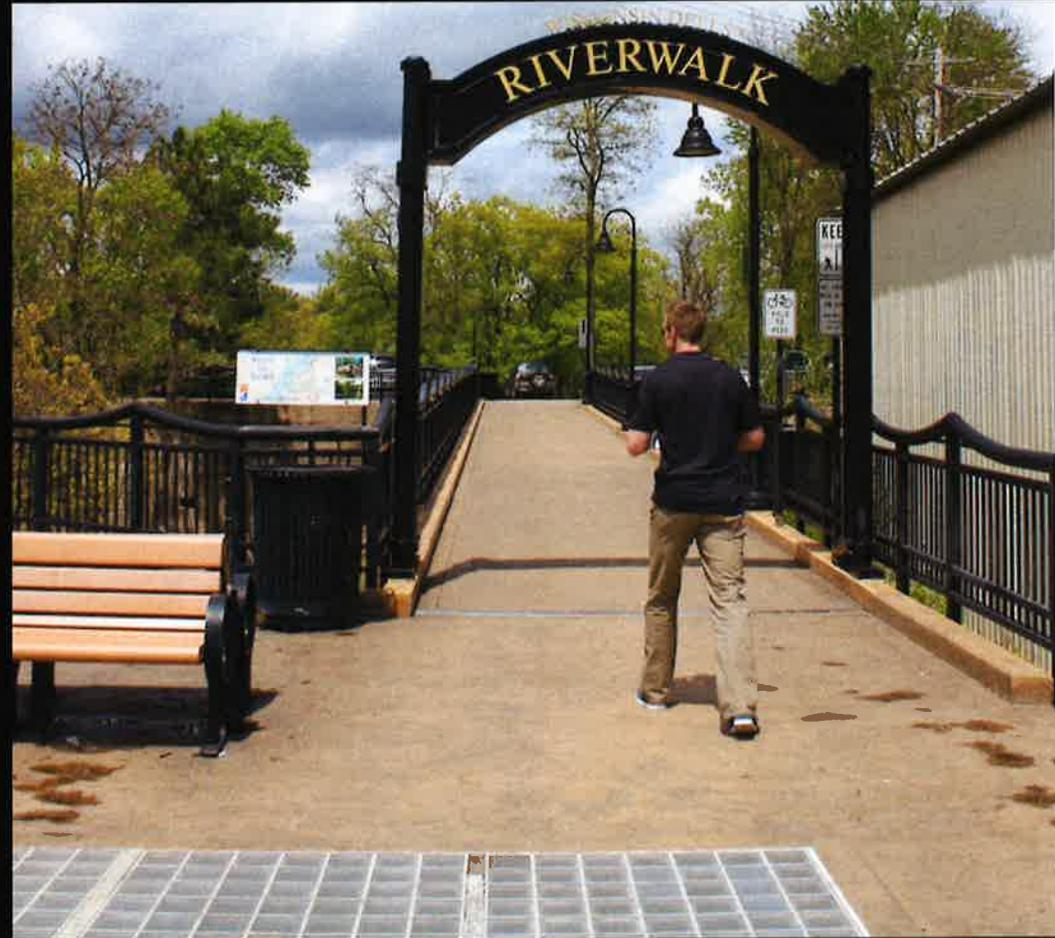


RIVERWALK ENTRANCE FLOOR OPTION



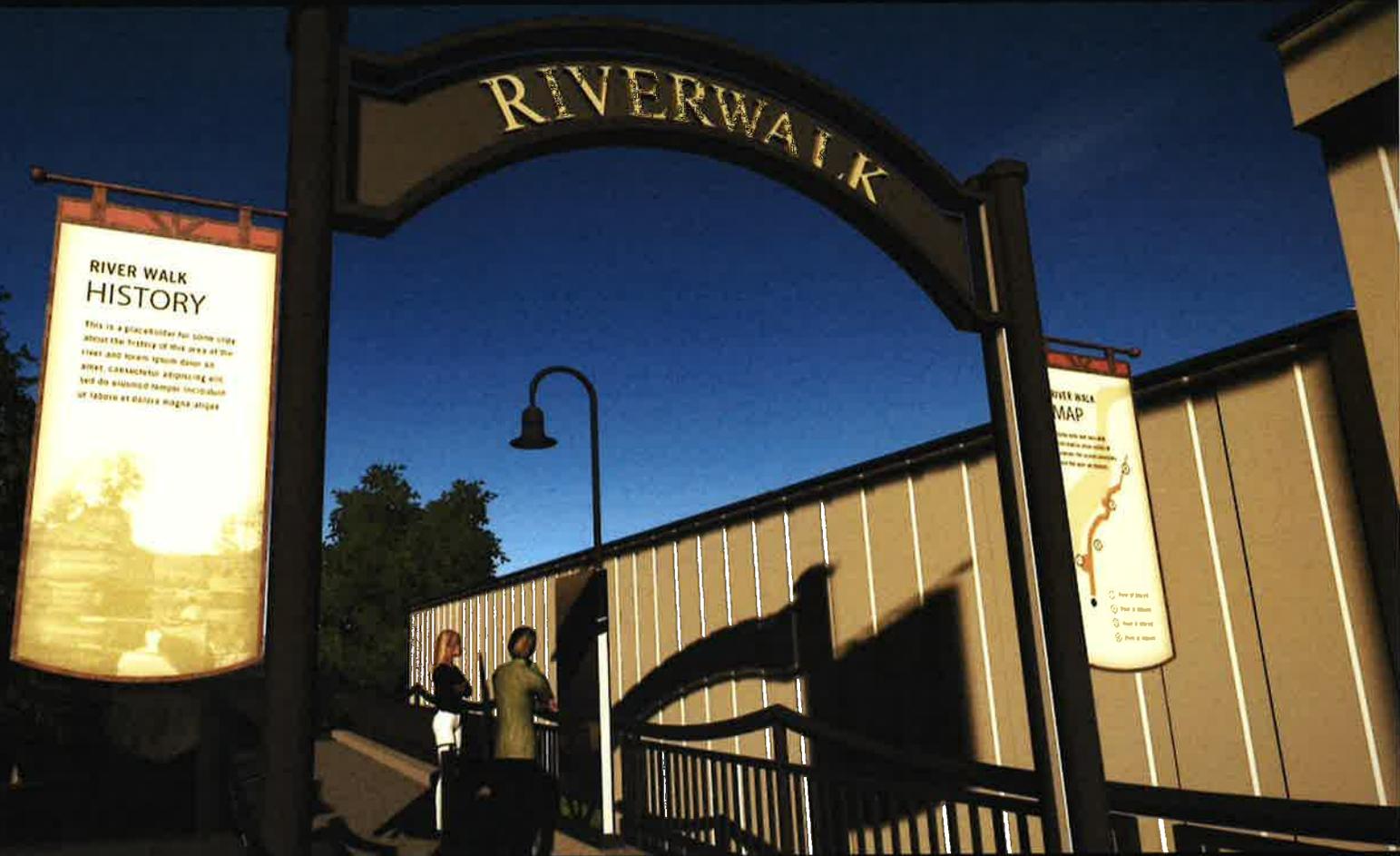
1 MARK EQUALS 1 FOOT

Riverwalk Storytelling



ZEBRADOG

Riverwalk Entrance

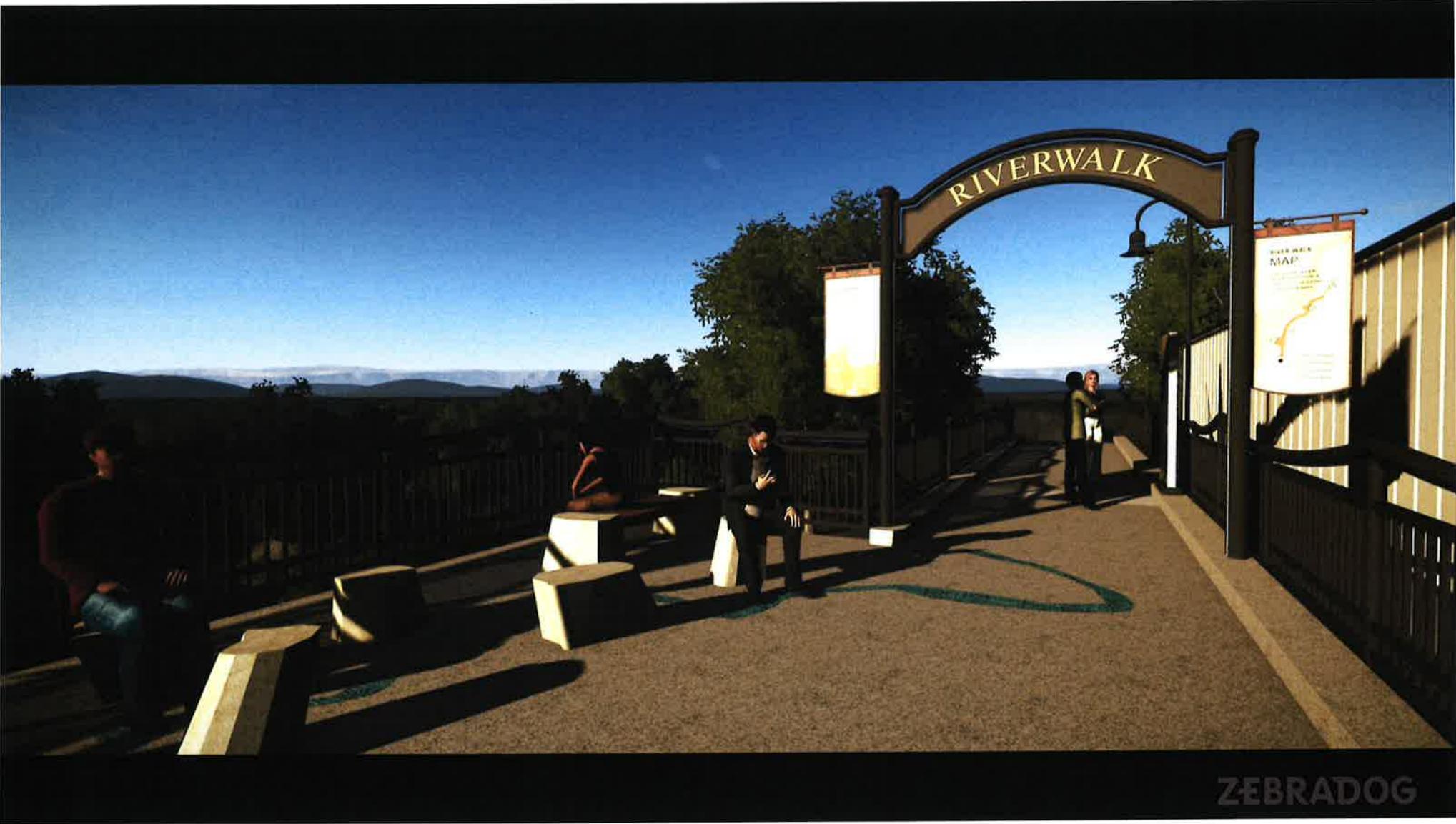




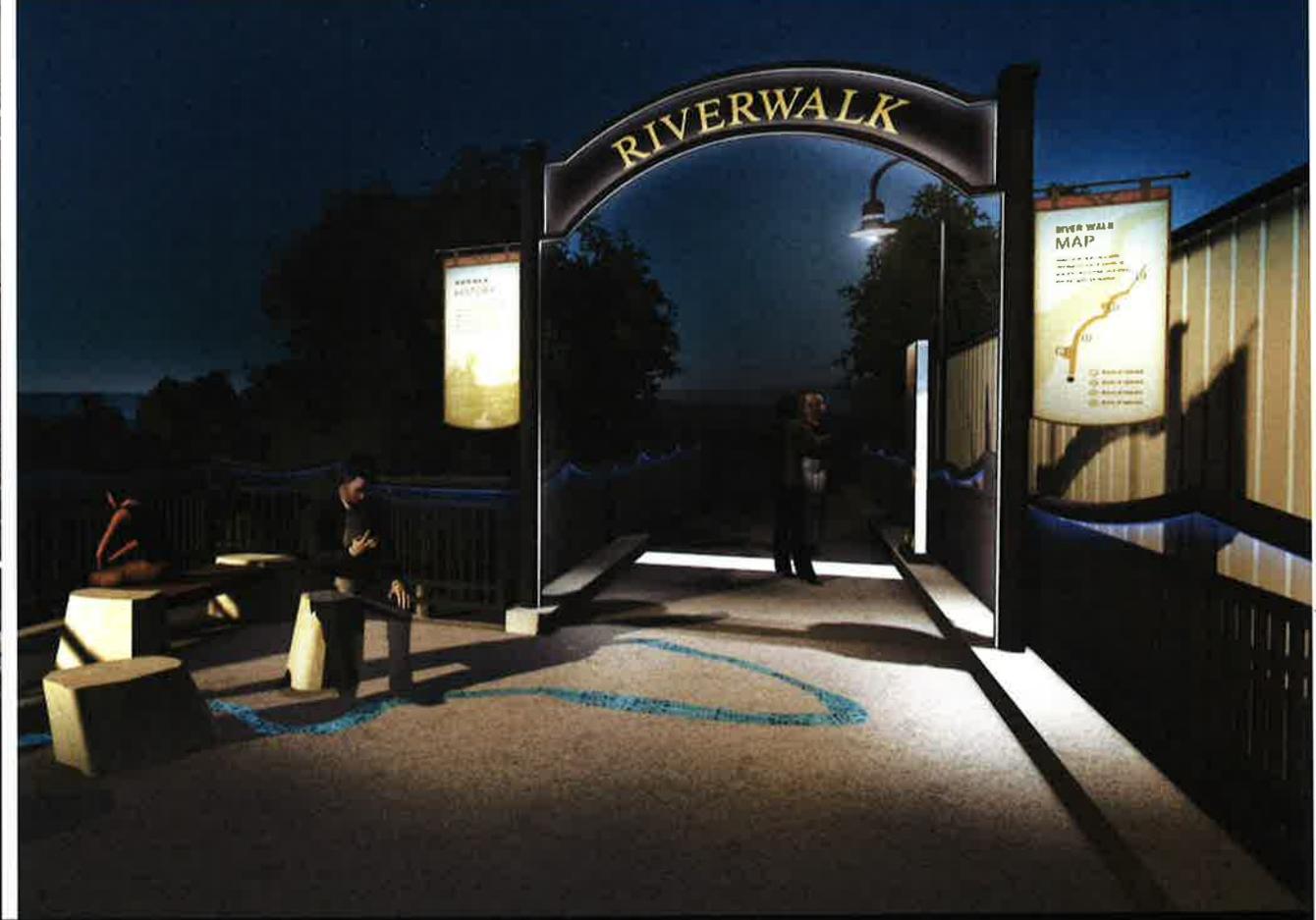
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