

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

Wednesday, April 18, 2018 at 8:30AM

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

1. Call to Order
2. Approval of the April 4, 2018 Meeting Minutes (attached)
3. Discussion – Destination Development Presentations All
 - a. “What’s in Your Junk Drawer”:
<https://www.destinationdevelopment.org/articles/whats-in-your-junk-drawer>
 - b. “What’s Included in the Perfect Business Mix”:
<https://www.destinationdevelopment.org/cpages/a-thriving-downtown-part-i-whats-included-in-the-perfect-business-mix>
 - c. May 2nd Webinar – “Recruiting Downtown Business Mix”
4. Discussion – Future Collaborations with Downtown Dells Association Kelli/All
5. Continued Discussion - Public Plaza Locations
6. Update – Every Family Art Park Kevin Ricks/All
7. Items for Next Agenda All
8. Adjournment

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: April 13, 2018

Upcoming BID Meetings:

- Wednesday, May 2, 2018 at 8:30am
- Wednesday, May 16, 2018 at 8:30am
- Wednesday, June 6, 2018 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 4, 2018**

Attending: Kelli Trumble; BID chairwoman	Eric Helland
Jesse DeFosse; BID	Chris Gantz
Dan Gavinski; BID	Lori Buesing
Kevin Ricks; BID	Chris Tollaksen; Public Works
Justin Draper; BID	Adam Makowski
Kyler Royston; BID	Jenifer Dobbs; WDVCB
Mark Sweet; BID	

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Kevin Ricks to approve March 21 minutes. Second by Justin Draper. Approved.

PUBLIC PLAZA LOCATIONS:

Eric Helland made a presentation of plans for development of the open area on Broadway which formerly was home to the Riverfront shops. This area will be operated as a stand alone private enterprise. Beer and wine service is planned for this patio area pending City approval of an application for a license. Following that, at some point food service will be addressed there as well. The plans also featured a seating area with a fire pit and towers with a fire feature. Tables with umbrellas would be available for seating and dining. A stage area would also be created which Eric would use as part of this business and would like to make available for BID use for summer entertainment. Exact size and location of this stage still needs to be worked on as well as other details. Work on this 6500 square foot area should be completed before July 4th week.

The proposed private/public partnership in programming the stage area was viewed as a test incubator which could be a model for other such ventures in the future. The BID Committee gave consensus support for use of the new plaza area this summer. Jenifer Dobbs was asked to find entertainment for the stage area on busy weekends in July and August. Funding of the added entertainment would come from private fundraising by the committee. Summer 2018 will provide a good sampling to test out this area.

ICE CASTLE FESTIVAL:

The Ice Castle company has been informed that requests for access to good city water, finding 15-20 employees for constructing and maintaining the ice castle, and having a level property as location for the ice castle will be granted. Jenifer Dobbs reported that the company will make its final decision in May. Lake Geneva has also put forward a proposal to the company as well.

The Finnegan Avenue lot it was felt has too much of a slope to be considered a good location. The empty lot on Stand Rock Rd. offers good space and a prime view across the river to downtown. Electricity is available. Water access at present time would cost between \$10-15,000 to temporarily gain access from across the road. Additional financing was not discussed. Some committee members suggested that a more permanent solution for water at this site be considered by the Public Works Department and the City.

The lot which formerly housed Black Bart's Restaurant provides on site water and electric. No contact has been made with the property owner about availability or price. Eric Helland suggested the Picnic grounds area next to Timbavati Wildlife Park, which also has water, electric and lots of parking. Jenifer will look at that site.

The Committee provided consensus support of the Stand Rock Rd. site. More information about water at that location will be provided to the committee when it becomes available.

JULY 4th FESTIVITIES:

Jesse DeFosse has been working on development of a professional wrestling program which would involve a number of retired WWF wrestlers and local athlete and coach Eric Rosholt. The BID budget for July 4th entertainment is \$4500. The estimated cost of the wrestling program is \$12,500. Jesse felt the popularity of the program would allow him to raise private funds to cover the balance. It was suggested the wrestling program take place at 7PM so it could conclude before the fireworks. The ring, which will be provided by the wrestling organizers, would be located in the parking lot by the City building. The Committee gave consensus approval to use the \$4500 in the budget for the wrestling program.

Mike Showalter will be contacted to serve as DJ at the fireworks. The July 4th subcommittee will work with the Kiwanis Club to look at upgrading food and beverage.

NEXT AGENDA: APRIL 18 MEETING

Discussion on the Dr. Evermore collection and proposed Art Park with other items to be determined.

Motion to adjourn made by Justin Draper. Second by Jesse DeFosse. Approved.