

Wis. Dells Business Improvement District (BID) Committee

Meeting Agenda

Wednesday, April 29, 2020 at 8:30AM

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

Members: Tara Anchor-Chairperson, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Justin Draper, Dan Gavinski, Adam Makowski, Kevin Ricks, Jillian Campbell and Mark Brown

1. Call to Order
2. Introduction of New Members
3. Approval of the March 4, 2020 Meeting Minutes
4. River Spot Lights - Discussion
5. Events – Discussion/Decisions
 - a. Farmers Market
 - b. July 4th
 - c. Summer Entertainment
 - d. Fall Season Events
6. Riverwalk Anchor Project – Update/Discussion
7. Budget Item/Future Project Review – Discussion/Decision
8. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: April 24, 2020

Meeting is available via Zoom by entering Meeting ID: 280 230 755

Phone connection is (646) 558-8656 or (312) 626-6799

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
March 4, 2020**

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz	Jillian Campbell
Justin Draper; BID	Chris Tollaksen; Public Works	Peter Culver,
Jesse DeFosse; BID	Jenifer Dobbs; WDVCB	Dells Events
Kevin Ricks; BID	Briana Faber; WDVCB	
Adam Makowski; BID	Bob Steinweg	
Dan Gavinski; BID	Don Spearbecker	
Mark Sweet; BID	Brian Holzem	

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve February 19 minutes made by Justin Draper. Second by Jesse DeFosse. Approved.

WDVCB PARTNERSHIP UPDATE:

A program outline and projected budget were presented for this year's 4th of July celebration. Total expenses for all activities, entertainment and poster would be \$5330. That amount comes out of the \$20,000 allocated in the BID budget for program event expenses. The fireworks display comes out of the city budget. Adam Makowski made a motion to approve the program and budget as presented. Second by Justin Draper. Approved unanimously.

RIVER LIGHTING UPDATE:

Don Spearbecker presented a revised proposal to light selected areas of the west side bank of the river. Two custom stadium flood lights with protective brackets would be installed by Lord Electric at the overlook area of the River Walk. The fixtures would be placed low enough to not obstruct the view of the river. They would be connected to a junction box nearby and would therefore be on the same timer as the lights on the path. The quote includes installation of tamper resistant decorative housing. The bid came in at \$4900.

The bid from United Electric to do the necessary hookup work came in at \$980. The lights would have a 5 year warranty.

Jesse DeFosse made a motion to approve both bids and forward to the City Council for final action. Second by Kevin Ricks. Approved unanimously. Council action is required as this project is not in the 2020 BID budget. If affirmed by the Council, BID funds for this project will come out of undesignated funds.

ANCHOR PROJECT UPDATE:

Fabrication work on the anchor vignette is expected to be completed by Michael Signs in mid April. A solar light for the vignette will be added at minimal cost and is far less disruptive to the River Walk entrance. Elements of a dedication ceremony will be discussed at a BID meeting in the near future. A date for the ceremony will be set once the vignette has been installed.

BRITE NITES PRESENTATION: APRIL 1

Committee discussed questions posed by Dean Lyons to assist in his presentation on developing a downtown lighting plan. The committee felt that the primary objective in a lighting plan should be to help change the perception that downtown is closed except during the summer months. The plan should also have as a goal to attract more people downtown. Unique features that could be exploited in this plan is the importance of the river, the boat tours and the rock formations. The possibility of illuminating portions of the River Walk should also be examined. The city has been changing bulbs on some of the light posts and should be

consulted as the plan moves forward. The committee asked that Dean try to provide visual examples of some of the projects he has done which might assist BID determine possible paths forward. Three areas of emphasis for Brite Nites have been architectural lighting, landscape lighting and seasonal/theme lighting. Consensus was that those three elements fit well with our own needs.

The committee recognizes a comprehensive plan comes with a very significant price tag. No exact limitations were set on the plan as it may well be structured for completion over a number of years. Moving ahead, suggestions for funding include developing a Go Fund Me page which worked well for Gatlinburg, Tennessee and creation of a sponsorship program to encourage business participation. More funds in the BID budget may become available in several years when the commitment to the Woodside ball fields is concluded.

MARCH 18 AGENDA:

Agenda items will include a review of downtown summer plantings, report on Spring Wine Walk and 5 Block Rock events, continued discussion beefier April 1 Brite Nites presentation and other items to be determined.

Motion to adjourn made by Adam Makowski. Second by Kevin Ricks. Approved.