

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

Wednesday, April 3, 2019 at 8:30AM

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

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

1. Call to Order
2. Approval of the March 20, 2019 Meeting Minutes (attached)
3. Update/Discussion on Trumble Lot for Summer Entertainment Jenifer Dobbs
4. Update/Discussion - Riverwalk Anchor Project Jesse/Dan
5. Update/Discussion – Downtown Lighting Project Adam Makowski
6. Update/Discussion - 4th of July Celebration All
7. Discussion – Elm Street Commons Area Kevin Ricks
8. Items for Next Agenda All
9. Adjournment

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: March 29, 2019

Upcoming BID Meetings:

- Wednesday, April 17, 2019 at 8:30am
- Wednesday, May 1, 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
March 20, 2019**

Attending: Jesse DeFosse; Vice chairman	Phil Helley
Dan Gavinski; BID	Jim Decker
Justin Draper; BID	Jenifer Dobbs; WDVCB
Jackie Morse; BID	Eric Helland
Kyler Royston; BID	Bridget Trumble
Mark Sweet; BID	Dan Spearbecker
Mayor Ed Wojnicz	

**Meeting called to order by Vice chairman Jesse DeFosse.
Motion made by Dan Gavinski to approve March 6 minutes. Second by Kyler Royston.
Approved.**

SUMMER ENTERTAINMENT LOCATION:

The Trumble Family lot on Cedar St. and Broadway is available this summer. The rent for the season from Memorial Day to Labor Day would be \$6,000. Jenifer Dobbs indicated that if the committee approves that location she would schedule the lot to host the entire summer entertainment schedule. Additional costs would involve cleanup of the grounds, electrical hookup and usage. Additional promotion or signage to direct people to the location may also add some unexpected costs.

Discussion of this proposal looked at the alternative of locating performers at businesses who responded to a survey seeking interest in hosting events. It was felt that the off Broadway location of half the respondents was not desired. Concern was noted about the Trumble lot location not being in the heart of downtown.

Mark Sweet made a motion to approve use of the Trumble lot to host the entire 2019 summer program. Second by Jackie Horse. Approved unanimously. Jenifer will contact Public Works to look at electrical needs and will begin work on other infrastructure needs at the location.

RIVER WALK ANCHOR PROJECT:

The Dells Country Historical Society has set aside \$26,500 to help with restoration of the two anchors and for other costs. Dave Hall will be contacted to help restore the anchors. Justin Draper sent out an inquiry to potential contractors to submit bids for work on the entrance to the River Walk, which would include a display for the anchor, the addition of several arches over the bridge walkway area, and creation of an informative vignette directing people about the River Walk pathway. So far, one party has expressed interest and still awaiting other responses.

Who will be paying for the remaining costs of the anchor display needs to be determined. The display would replace the glass block area which the City paid for when the River Walk was first constructed. It was also felt that the committee needs to see all the work Zebra Dog presented in their rendition of the anchor display before finalizing any designs.

DOWNTOWN LIGHTING PROJECT:

Don Spearbecker, energy consultant representing Joe Lord Systems, presented an initial estimate to light the Railroad bridge. The cost of \$98,000 would involve installation and mounting of fixtures on both sides of the bridge on the vertical beams only. If desired, placing fixtures on only the beams facing the vehicular traffic would come in at \$75,000. Adding fixtures to the diagonal beams would make a stronger statement but could possibly add up to

an additional \$50,000 to the project cost. Another option is to coordinate music to the light display. The LED lights offer many programmed lighting options of colors, motion, etc. Making changes could be done by controls remotely. The lighting angle can be adjusted to the effect desired. 10% angle is the standard minimum. The installation of the fixtures on the bridge would take several months.

The initial roadblock to the project will be to gain approval of the Canadian Pacific Railroad for use of the bridge. Don will work with Adam Makowski to seek their approval if the committee expresses interest in moving forward with the project. Committee consensus was to move ahead with gaining the approval of Canadian Pacific as it was felt that if that happens, money will be found for the project.

Enhancing the lighting of downtown streets was also looked at. Don indicated that the variety of facades of the buildings on Broadway in his opinion would be a significant problem to achieve a desired effect. He also felt that installing the LED fixtures on some of the light poles would not be greatly effective. Lighting the trees from the ground might be more effective however finding a way to secure the fixtures from vandalism or theft would be challenging.

DOWNTOWN DELLS COMMITTEE UPDATE:

650 Wine Walk tickets sold out in two days. The Walk will be April 26th. The committee is planning Five Block Rock which is a music themed event structured similar to the Wine Walk. Downtown businesses will host performers at their business locations. There will be no cost to the public. At least ten businesses will be participating the first year. Date is April 27th starting at 9AM and continuing all day.

JULY 4th FIREWORKS:

With reconstruction of the parking lot between the Municipal Building and City Pool, the primary viewing area for the fireworks display will not be available. At this time, the fireworks are still planned to be set off at the usual location unless a safe and desirable alternative is found. At this time, finding and communicating alternate viewing areas will be the main task ahead.

The reconstruction of the parking lot will also mean that Dells on Tap in October will need to find another location for the large microbrewery tent. Alternatives have been discussed but at this time Jenifer Dobbs is still seeking suggestions.

KILBOURN CITY LIVE UPDATE:

The original KCL committee has been working on both programming and fundraising. Ho-Chunk Casino has been in discussion with the committee to possibly be a major sponsor. A September 28th date is being planned at this time. KCL would be a one day festival with a special emphasis on area performers. It would return as a free event to the public this year.

AGENDA: APRIL 3 MEETING:

Items will include discussion of Elm St. Commons area, River Walk anchor display update, report on bridge lighting project as necessary and other items not resolved from this meeting.

Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.