

**BID Committee  
August 22, 2018**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Nancy Holzem; City Clerk</b>	<b>Jim Decker</b>
<b>Justin Draper; BID</b>	<b>Karen Terry; City Treasurer</b>	<b>Brian Holzem</b>
<b>Kevin Ricks; BID</b>	<b>Mayor Ed Wojnicz</b>	<b>Gail Jermier</b>
<b>Adam Makowski; BID</b>	<b>Chris Tollaksen; Public Works</b>	
<b>Jesse DeFosse; BID</b>	<b>Jenifer Dobbs; WDVCB</b>	
<b>Kyler Royston; BID</b>	<b>Katie Fermanich; WDVCB</b>	
<b>Jackie Morse; BID</b>	<b>Lydia Fulwiler</b>	
<b>Tara Anchor; BID</b>	<b>Dakota Juno</b>	
<b>Mark Sweet; BID</b>	<b>Jenna Loda Eddy</b>	

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

**Motion to approve August 11 minutes made by Jesse DeFosse. Second by Adam Makowski. Approved.**

**2019 BUDGET PROCESS:**

**City Treasurer Karen Terry reviewed the process for submission of the 2019 BID budget. Estimated assessed property valuation in the district will be down \$1.4 million due mostly to reassessment of the Woodside complex and Wisconsin Dome properties. Based on the current mill rate, the BID budget would be \$325,948 which would be a reduction of \$1416 from the current year. Committee members asked for the following items to be considered in budget deliberations: River Walk surveillance camera system already installed by Parks and Recreation Department, collateral materials for business recruitment, on line marketing presence, display of two Boat Company anchors. Budget needs to be submitted to the City Treasurer's office by October 1st.**

**USE OF DRAD LOGO BY DOWNTOWN DELLS COMMITTEE:**

**Mark Sweet asked for BID to consider a request by the Downtown Dells Committee to use the Dells River Arts District logo on their Facebook page which promotes events in the downtown district. Facebook would work in tandem with a rack card approved by BID on August 11 with use of the logo and possibly other marketing materials for other events. Concerns were expressed about what type of process was in place now and in the future to assure that the information on the Facebook page represented the River Arts District in the best way. Committee was assured that controls are currently in place so that individuals can only comment on posts and are not able to post items themselves. Kevin Ricks made a motion to approve the request by Downtown Dells to use the DRAD logo on the Facebook page for a period of one year. Second by Jesse DeFosse. Approved with Mark Sweet and Tara Anchor abstaining.**

**RELOCATION OF 2018 FARMERS MARKET:**

**The removal of Duchess Plaza on Oak Street will begin after the Wo Zha Wa Festival in mid September. This will necessitate a change of venue for the final weeks of the 2018 season of the Farmers Market. Possible short term alternatives that have been suggested include the flex space parking areas on the 700 Oak Street block, the vacant Trumble lot, patio area at The Frozen Bear and seeing if the curbside area in the present location could still be used. Final discussion and decision will be made at the September 5th meeting.**

**Adam Makowski made a motion for committee to convene in closed session. Second by Jesse DeFosse. Approved.**

**Adam Makowski made a motion for committee to reconvene in open session. Second by Tara Anchor. Approved. No action taken during the closed session.**

**AGENDA: SEPTEMBER 5th MEETING: Items will include the 2019 BID Budget, report on Collateral Business recruitment materials, relocation of Farmers Market, on line marketing ideas, suggestions for traffic flow through downtown.**

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