

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

Wednesday, August 8, 2018 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

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1. Call to Order
2. Approval of the July 25, 2018 Meeting Minutes (attached)
3. Discussion/Decision – Request to Use DRAD Logo (attached) Downtown Dells Assoc.
4. Update - Co-op Photography Planning Kelli Trumble
5. Discussion - Shared BID Business Practices Kelli Trumble
6. Presentation/Decision - Formula Guidelines Master Plan Corena/Kevin Ricks
7. Discussion - Proposed Anchor Gifts to City/BID (attached) All
8. Discussion - Downtown Plaza Locations All
9. Convene into Closed Session *“Pursuant to State Stat. 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.”*
10. Reconvene into Open Session, and any action on closed session matter All
11. Items for Next Agenda All
12. Adjournment

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: August 2, 2018

## Upcoming BID Meetings:

- Wednesday, August 22, 2018 at 8:30am
- Wednesday, September 5, 2018 at 8:30am
- Wednesday, September 19, 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  
July 25, 2018**

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

**Mayor Ed Wojnicz  
Jenna Loda Eddy  
Karen Terry; City Treasurer  
Jenifer Dobbs; WDVCB  
Chris Tollaksen; Public Works**

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

**Motion to approve July 11 minutes made by Tara Anchor. Second by Kyler Royston. Approved.**

**2018 FINANCIAL REPORT:**

**City Treasurer Karen Terry updated the committee on the income and operating expenses for BID to date. With no planned Winter festival, \$29,759 would move from that designation into surplus funds in 2019. With no other anticipated expenses incurred, the July 4th festivities came in close to \$4,000 below budget. Those funds also will be surplus funds in 2019. Minimal savings on plantings may be able to cover the cost of plantings in the Cafe Zones which were not budgeted in 2018. In general, the status of the 2018 BID budget is right on track. BID budget should be turned into the City by the second week of September.**

**MEDIA EVENT FOR DRAD DEVELOPMENT PROJECTS:**

**A media event celebrating new projects being unveiled and completed has been set for Monday, August 27 at the new Riverfront Terrace. Unveiling of Joe Leute's Upper Dells river mural, completion of the mosaic paddlewheel by Corena Ricks on the wall in front of the Showboat Saloon, and opening of the rebuilt Eddy Street will be recognized. An hour long program is planned at 7PM.**

**Jesse DeFosse suggested adding the River Walk vignettes into the program in some manner.**

**Discussion moved to the designs by Zebra Dog for an enhanced entrance to the River Walk. No city funds have been earmarked for this project. The Dells Historical Society possesses one or two large anchors from the old Dells Boat tours which they would like to donate and see displayed on the River Walk, possibly at an entry point. Zebra Dog also prepared a plan with budget for the city to install an enhanced vignette at the Broadway River Walk entrance. This item will placed on the August 8 agenda for more discussion.**

**2018 CO-OP PHOTOGRAPHY PROGRAM:**

**The Visitors Bureau offers a photography program with Joe Leute covering half the costs of a three hour session. Cost to BID would be \$600 for one time block. Dan Gavinski suggested that up to date photography should be done every three years. Adam Makowski moved that BID allocate \$1200 for two three hour photography time blocks with the option to add a third session if it is deemed necessary. Second by Jesse DeFosse. The committee was assured that it would own all photography it pays for in this program. Motion passed unanimously.**

**PRINT MATERIALS AND WEBSITE:**

Tara Anchor will gather all pertinent materials from the City and the Visitors Bureau which might be utilized to develop business recruitment cards and brochures. This will also guide discussion on what information is lacking and what is needed to obtain that data. Jenifer Dobbs will try to find brochures from other communities for comparison.

Tara and Adam Makowski will also gather material considered important in providing needed updates and improvements to both print media promotion and the DRAD website development. She feels the website needs to be geared more with the visitor experience in mind and not only used as a business recruitment tool.

**SHARED BEST BID BUSINESS PRACTICES:**

Chairwoman Kelli Trumble asked the committee to consider several directions for handling the increased responsibilities that are coming to the BID. Briefly outlined, method one would be to continue to have projects be assigned or supervised on a voluntary basis by committee members. Method two would be for BID to hire an individual to handle the various projects as they are brought forward, and the third method would be for certain projects and events contracted out to individuals with the skill set to accomplish what is required. Kelli asked that a more thorough discussion take place as the committee begins work on the 2019 budget.

**AGENDA: AUGUST 8 MEETING:**

Items for the August 8 meeting will include review of the interstate billboard contract for renewal, continued Master Plan discussion with Kevin and Corena Ricks, review of plans and recommendations for the entrance to the River Walk, discussion on Duchess Plaza and alternatives.

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

outofthewoodswidells@frontier.com

2 attachments (1 MB) Download all

Hi Kelli;

Would like to have a request from our committee put on next Wednesday's agenda, if we could. We are planning to do a poster for the River Walk Days at the end of August and would like to use the DRAD logo. Also, we planning to put out a Special Events rack card to be distributed for now through downtown businesses and hotels. Would also be asking for use of the logo on that item.

There are several modifications being done to the poster..mostly the size of some things and addition of some type of River Walk picture.

Also some modifications being done to the rack card copy. As events are added we can change copy during the year. This is in essence a template for what the rack card will look like.

Committee is ready to move on both items, pending BID approval of the logo use.

Thanks;

Mark

**DOWNTOWN WISCONSIN DELLS**

# RIVERWALK DAYS

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**AUGUST 25 & 26**



**2018**



Sidewalk Sale Saturday & Sunday 9am – 7pm

**PRIZE DRAWINGS**

Weekend Long Entertainment at Duchess Plaza

**EXPERIENCE THE SCENIC RIVER WALK**

Also mark your calendars for

**CHRISTMAS FIREWORKS**

**November 24!**

More upcoming events and entertainment schedules at

**[facebook.com/DowntownWisconsinDells](https://www.facebook.com/DowntownWisconsinDells)**

# DOWNTOWN WISCONSIN DELLS



## 2018 2019 EVENTS

**September 14 – 17**

**Wo Zha Wa Days Fall Festival**

Maxwell Street Days – Carnival Rides and Games – 100 Unit Parade – Art Festival



**September 28 – 29**

**Kilbourn City Live Music & Arts Festival**

Family-friendly block party with live music and headliner music acts. 2018 features Shooter Jennings.

**October 13**

**Dells On Tap**

Microbrew craft beer event



**October 20**

**Fall Wine Walk**

Enjoy complimentary wine selections and appetizers at downtown businesses.

**October 20 & 21, 27 & 28**

**Kreepy Kilbourn Ghost Walk Tours**

Two tours nightly. Creepy, historical based tour of downtown Wisconsin Dells (formerly known as Kilbourn)



**November 17 – 18**

**Girls Getaway Weekend**

Christmas Tree Lighting Event – Cocoa & Cookie Walk – Holiday Open Houses – Luminary Lit Shopping

**November 24**

**Fire In The Sky Holiday Fireworks**

Fireworks Display, Elf on the Shelf Scavenger Hunt, Luminary Lit Shopping, Living Windows



**December - TBA**  
**Holiday Train**

**December 24**  
**New Years Eve Celebration**

**March 16 – March 17**  
**St. Patrick's Day**

**April 15 – April 21**  
**Spring Break Fever**  
Downtown Dells activities including  
Glow In The Dark Egg Hunt with  
10,000 eggs, scavenger hunt, sale  
events and candy parade.

**Friday, April 26**  
**Spring Wine Walk**  
Enjoy complimentary wine selections and  
appetizers at downtown businesses.

**May 17 – 19**  
**Automotion**



**Farmers' Market**

at Duchess  
Plaza  
every Sunday  
May through  
October



For more information, go to [facebook.com/DowntownWisconsinDells](https://facebook.com/DowntownWisconsinDells)

Nightly entertainment at  
two different locations  
mid-May to mid-September

**Duchess Plaza**

(corner of Oak  
and Broadway)

**Riverfront Terrace**

(27 Broadway)

**Experience The  
Riverwalk**

Stroll the Dells Scenic River  
Walk along the stunning  
Wisconsin River and its  
sandstone bluffs with a ¼  
mile paved path that offers  
breathtaking views and even  
a few areas to stop and  
enjoy. It's free, and open to  
the public year-round.



## RE: BID Agenda for Wednesday, July 25, 2018

Chris Tollaksen

Attached is some information on the Riverwalk Entrance, and the historical anchors, as requested at the BID meeting.

ZD estimated the original RW Gateway design fabrication around \$800k.

They were asked to provide an estimate just for the anchor display fabrication, and that was around \$65k. This included almost \$8k in structural engineering analysis of the existing RW entrance bridge, which was done as part of the Eddy St. project. So a current budget for the Zebra Dog designed Vignette anchor display at the Riverwalk Entrance would be about \$58,000.

There is one picture of the anchor that Kinders have. I took a number of pictures, with some measurements, of the anchor that the City has in storage.

Please DO NOT respond all to this e-mail, but let me know if you would like any additional information.

Chris Tollaksen  
Zoning Administrator/Building Official  
City of Wis. Dells  
(608) 253-2542  
Fax (608) 254-8904

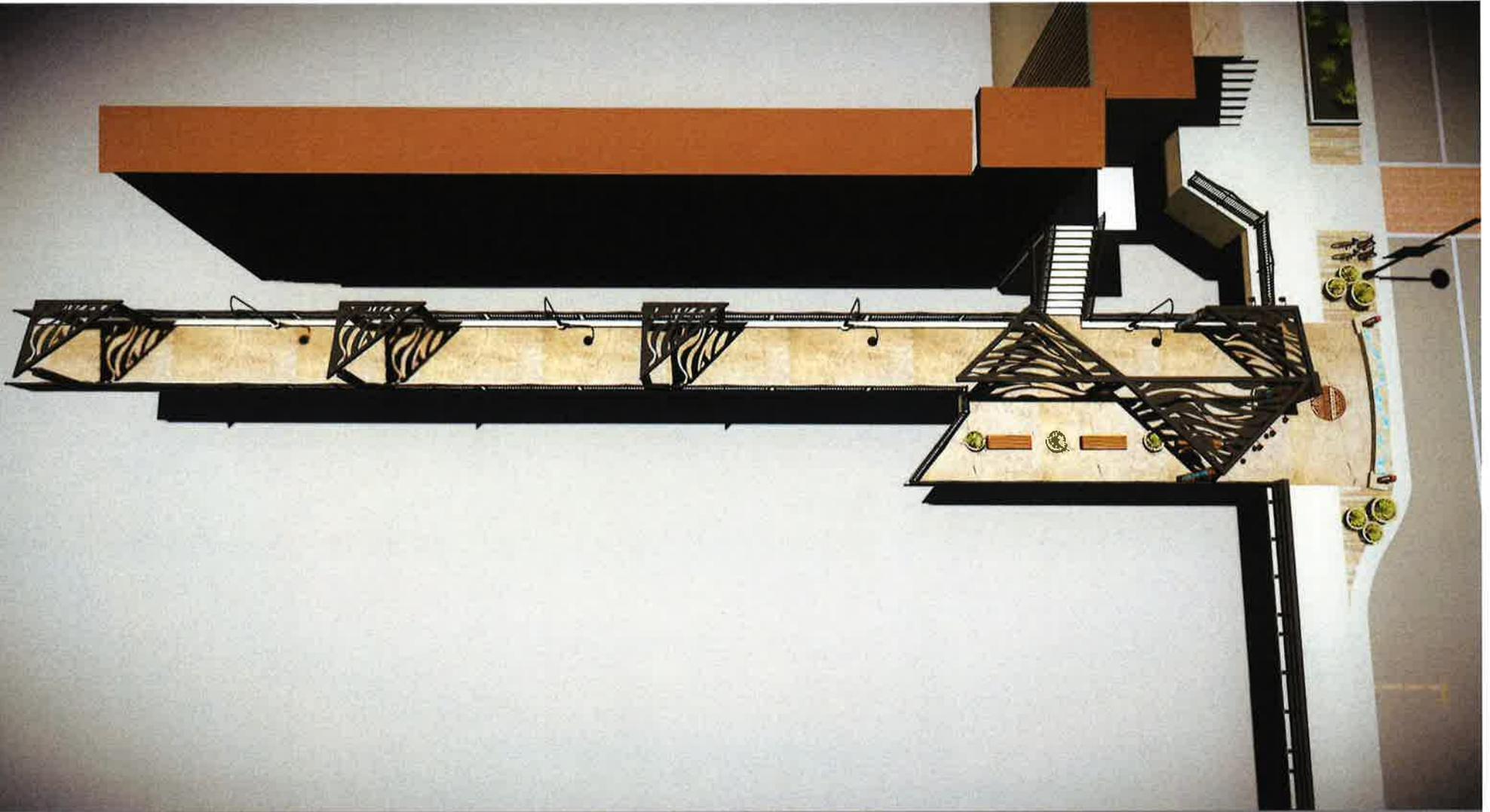
The anchors:

#### Alexander Mitchell

In 1878, the steamer Alexander Mitchell was built in Kilbourn City by the Kilbourn Boat Co. The steamer was named after the president of the railroad the first major promoter of tourism and the Dells. She was piloted by D.C. Van Wie who previously piloted the Champion. The company was sold in 1892 to the Dells Resort Company. Around the turn of the century, before the dam was built, the Alexander Mitchell was sunk in the Dells in the area which is called the Lower Dells today. She had outlived her usefulness as wooden boats seemed to have a pretty short life span. Other steamers were burned in the bay. The anchor was found in the lower Dells area near the island below the dam in 2008 by Jim Gehrke and his son Jeremy. They donated it to the Dells Country Historical Society in 2012. The Society received a grant from the Gregory C. Charitable Foundation to help preserve and mount the anchor on the River Walk in downtown Wisconsin Dells. Greg was the great grand-son of the pilot of the Alexander Mitchell, D.C. Van Wie.

#### Winnebago

The Winnebago was built in 1922. It was the first steel-hulled boat at the Dells and the last steamboat on the Wisconsin River. She was first piloted by Jack Morse. Seasoned pilot Arnal Priester trained cub pilot, Oliver Reese, age 22, to be the steamers last pilot. During the war years 1942-45 the steamer Winnebago was used more because of the fuel shortage. In the winter of 1948, the Dells Boat Company converted the Winnebago to diesel and it was named the Clipper/Winnebago still in service today. The anchor from the steamer was rescued by its young pilot, Oliver Reese. It was donated in 2016 to the Dells Country Historical Society by Reese's daughters. The Society received a grant from the Gregory C. Van Wie Charitable Foundation to preserve and mount the anchor on the River Walk in downtown Wisconsin Dells.









## HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing the Riverwalk Gateway feature presented July 19, 2017 (See page 3 for a reference). This document summarizes the remaining scope of work related to implementing this structure at the Broadway entrance to the Riverwalk.

## 5 DELIVER

### IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. All final technology/ electrical coordination takes place. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

### SCOPE / GOALS

- Two (2) on site meetings with client to finalize design details\* for exhibit
- Finalize construction documentation and rebid as necessary
- Finalize fabrication and installation budget
- One (1) on site meeting with general contractor and other team members to walk through scope of work
- Review / approve material / lighting samples
- Fabricate structure
- Print / produce graphics
- Schedule installation
- Supervise installation - five (5) days on site
- Establish punchlist

\* Client to provide all content regarding historic anchor that will be featured at the Broadway entrance

**TIMELINE: 5-6 MONTHS**

# PROPOSAL

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542

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## DELIVERABLES

- Online meetings, site visits, vendor meetings (as needed)
- Create safety zone around work area,
- Removal of existing glass block and archway
- Construction of curb terrace, containing wall
- Electrical service to area
- Construction of base for monument sign
- Fabrication and installation of aluminum structure
- Install structure, graphics, containing wall and curb

## PROJECT ASSUMPTIONS

- Assumes work will not be completed during prime tourist season
- Duration of installation TBD once general contractor is selected
- City is responsible for rerouting pedestrian traffic around construction zone
- Pricing assumes that power will run to the nearest light pole
- Planters to be set in place by general contractor but filled with dirt and vegetation by City
- Final attachment method of trellises to be determined after engineer review
- Existing archway at Broadway entrance will be taken down by general contractor

## NOT INCLUDED

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Coordination/review of new curb design with WI DOT to acquire state approval to be done by others
- Existing archway at Broadway to be removed from site by others

# PROPOSAL

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542



Pricing based on the conceptual design above.

# PROPOSAL

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542

Wisconsin Dells Riverwalk Gateway -ZD to Procure all Signage and Project Manage						
Item #	Exhibit	Description	Qty	Fabrication & Installation (includes 25% markup)	High Resolution Production, Content Procurement & Production Management	Total Production, PM Fabrication & Installation
1	Large trellis with monument at entrance to Riverwalk	fabricated aluminum frame, plasma cut corten steel monument sign	1	168,369	12,725	\$181,094
		Create safety zone around work area, removal of existing archway, remove and patch existing glass block, construction of curb, terrace, containing wall, electrical service to area, construction of base for monument sign, support poles installed by general contractor	1	468,750	0	\$468,750
		graphics for monument sign, high resolution art files for printer	1	0	20,500	\$20,500
		structural engineering of bridge -confirm existing conditions, review overall design of trellis	1	16,000	100	\$16,100
		fabrication of medal medallion inset into concrete at entrance	1	10,625	2,400	\$13,025
				<b>663,744</b>	<b>35,725</b>	<b>\$699,469</b>
2	Small trellises along bridge	fabricated aluminum frames	3	25,750	1,925	\$27,675
		support poles installed by general contractor	1	31,250	0	\$31,250
		final art for trellises	3		4,800	\$4,800
				<b>57,000</b>	<b>6,725</b>	<b>\$63,725</b>
3	Misc	on site supervision by ZD- 5 days	1	0	8,000	\$8,000
		mileage and meals- 8 trips	1		648	\$648
		design / construction contingency	1		35,000	\$35,000
				<b>0</b>	<b>43,648</b>	<b>\$43,648</b>
	<b>Total Fabrication &amp; Installation</b>			<b>\$720,744</b>	<b>\$86,098</b>	<b>\$806,842</b>

# PROPOSAL

4 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Gateway Fabrication & Installation | Chris Tollaksen - (608) 253-2542

## SUMMARY / SCOPE OF WORK

<b>DELIVER (IMPLEMENTATION PHASE)</b>	<b>\$771,842</b>
<b>DESIGN / CONSTRUCTION CONTINGENCY</b>	<b>\$35,000</b>
<b>TOTAL</b>	<b>\$806,842</b>
(Anticipated expenses included in the total above)	

### PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.



04 OCT 2017

SUBMITTED: MARK SCHMITZ, ZEBRADOG

ACCEPTED (PLEASE SIGN AND DATE)

## HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing an anchor exhibit at the Riverwalk entrance along Broadway. This document summarizes the scope of work related to implementing this structure.

## 5 DESIGN DETAIL / DELIVER

### IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. All final telectrical coordination takes place. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

### SCOPE / GOALS

- One (1) on site meeting with client to review design of the exhibit
- Conference calls with client and team as needed
- Finalize design details and construction documentation for bidding
- Finalize fabrication and installation budget
- Review submittals from fabricator / approve material / lighting samples
- Fabricate structure
- Print / produce graphics for two-sided vignette
  - Side one of vignette to feature Riverwalk vignette locations
  - Side two of vignette to feature content/imagery about the anchor on display
- Schedule installation

\* Client to provide all content regarding historic anchor that will be featured at the Broadway entrance

**TIMELINE: 4-5 MONTHS**

# PROPOSAL

## **DELIVERABLES**

- Online meetings, site visits, vendor meetings (as needed)
- Construction of base for monument sign
- Fabrication and installation of new 2-sided vignette
- Install structure and graphics

## **PROJECT ASSUMPTIONS**

- Assumes work will be coordinated and timed with the Eddy Street renovation project
- Coordination with Eddy Street contractor and signage installer required for installation of sign footing
- Footing plan schedule to change based on engineers final review of bridge
- Electrical service will need to be run to the proposed anchor location by others

## **NOT INCLUDED**

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Coordination/review of new curb design with WI DOT to acquire state approval to be done by others
- Client to arrange delivery of anchor to site

# PROPOSAL

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

22 NOVEMBER 2017 | CITY OF WISCONSIN DELLS | Riverwalk Anchor Exhibit Fabrication & Installation | Chris Tollaksen - (608) 253-2542



Pricing based on the conceptual design above.

# PROPOSAL

## SUMMARY / SCOPE OF WORK

<b>DESIGN DETAIL, PRODUCTION ART, PRODUCTION MGMT.</b>	<b>\$18,307</b>
<b>FABRICATION / INSTALLATION</b>	<b>\$39,250</b>
<b>STRUCTURAL ENGINEERING/ REVIEW OF BRIDGE</b>	<b>\$6,800</b>
<b>TOTAL</b>	<b>\$64,357</b>

### PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

### REIMBURSABLE EXPENSES

Expenses related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs, meals and lodging.



22 NOV 2017

SUBMITTED: MARK SCHMITZ, ZEBRADOG

ACCEPTED (PLEASE SIGN AND DATE)











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