Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, November 29, 2017 at 8:30AM

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

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1. Call to Order
2. Approval of the November 15, 2017 Meeting Minutes (attached)
3. Discussion/ Decision – Creative Direction BID 2018 Print Ads — Corena Ricks
4. Discussion/Decision – Five Interstate Signs (attached) — All
5. Discussion – Recruiting Tourism Development Projects — All
6. Discussion – 2018 Meeting Schedule (attached) — 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 Posted & Distributed: November 22, 2017

Upcoming BID Meetings:

- Wednesday, December 13, 2017 at 8:30am

ITEM 2

BID Committee
November 15, 2017

Attending: Kelli Trumble; chairwoman
Jesse De Fosse; BID
Justin Draper; BID
Kyler Royston; BID
Dan Gavinski; BID
Mark Sweet; BID
Jim Decker
Ben Andersen
Ben Borcher
Brian Holzem
Jenifer Dobbs; WDVCB
Zac Zastava
Diane Zastava
Tom Turbett
Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve November 1minutes made by Justin Draper. Second by Jesse DeFosse. Approved.

VACANT COMMERCIAL PROPERTY:
Ben Borcher, chairman of the Community Development Authority (CDA) explained the role that committee has played in the development of the commercial district. Funding for CDA comes from a variety of sources including from successful TIF districts. The Facade improvement program was done with matching funds from the City and CDA and it is hoped that it will continue. CDA loans can be used for commercial projects determined to benefit the community. CDA is open to working in concert with the City, BID, and the Visitors Bureau as well as other parties on projects that will benefit the community. It operates as projects come forward to them and generally do not initiate projects.

Discussion on the materials from the Roger Brooks study produced several suggestions:
1) Identification of a large attraction entity which would have the ability to draw large numbers of visitors and spur other development.
2) Focus on owning the brand of River Arts District and finding businesses that will help achieve that purpose.
3) Renew the commitment made to the Brooks study and many of its proposals including the Public Marketplace.
4) Have the committee be active in developing a list of target businesses.

LARSON PROPERTY BILLBOARD SIGN:
Tom Turbett of Rainbow Signs inspected the sign structure on the Larson property and reported it is in good condition. The copy on the face also is in fairly good condition, considering the age. Estimate provided to replace the creative copy for this sign would be $2650 using the same aluminum composite material. Any copy changes made to signs like this one located on the Interstate needs approval by the State of Wisconsin. It was noted that the process to gain State approval for any changes is time consuming and difficult with success difficult to achieve. If BID is interested in changing copy to promote the River Arts District, suggestion was to look at all five billboards being rented and have them done at the same time.

FARMERS MARKET REPORT:
Kyler Royston reported the Market will carry over about $4100 to begin in 2018. The main issue for 2018 will be to find a new, more visible location as close to Broadway as possible. Suggestions so far include Duchess Plaza or a side street to Broadway. Changing from a Sunday morning to a weekday is also being actively considered. During discussion, suggestion was made to consider an evening market instead of a morning time particularly on a weekday.

It was noted that local attendance was weaker than hoped for. The committee will continue to prepare for the 2018 season. It is looking for one more member. It also expects to look for a new Market Manager.

AGENDA: NOVEMBER 29 MEETING

Items will include discussion on empty storefronts and new development, discussion on the Interstate billboard creative copy, and review of copy for Ad-Lit Guide and the Check-in packet.

Motion to adjourn made by Kyler Royston. Second by Jesse De Fosse. Approved

ITEM 4

CITY OF WISCONSIN DELLS - BID
Billboard Lease Summary

2018

Vendor	Location	Lease Amount	Expires	Image on File
City of Wisconsin Dells	*Highway 16 Sign - Welcome Sign*	*N/A*	*N/A*	
Tommy Bartlett Sign	Adams Street, Lake Delton	$6,000.00	No Contract?	X
Riverview Boat Line	HWY 12 near Hulbert Creek - Timbavati Parking Lot	$5,750.00	03/31/2019	X
Riverview Boat Line	HWY 13 near Hulbert Creek - Lower Dells	$5,750.00	03/31/2019	
Interstate Signs				
Clack, Richard	Columbia Co. Sec 7	$750.00	10/31/2019	
Dovenberg, Jim	Mile Marker 14 - I-90	$1,000.00	10/31/2018	
Larson Farms - TOB 200 LP	Lien Road, Township of Burke - Dane Co.	$1,500.00	10/31/2019	
Myrtle Farms - Josh Harris	Dane Co. Sec 14	$1,000.00	10/31/2021	
Walker, Norman	Township of Lisbon Sec 15 - Juneau Co	$1,550.00	10/19/2019	

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ITEM 6

Proposed 2018 Meeting Schedule

BID Committee

Meet 8:30 - 10 AM

January 24

February 7 & 21

March 7 & 21

April 4 & 18

May 2 & 16

June 6 & 20

July 11 & 25

August 8 & 22

September 5 & 19

October 3 & 17

November 14

December 12

Total Scheduled Meetings - 21