# Wisconsin Dells BID Committee - Meeting Agenda

## Wednesday, December 13, 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 29, 2017 Meeting Minutes (attached)
3. Discussion/ Decision – BID 2018 Print Ads — Kevin & Corena Ricks
4. Recruiting DRAD Businesses – Group Exercise — All
5. Discussion Recruiting Business Tools — All
6. 2017 Summary, Wrap-up, Thank you — Kelli Trumble
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: December 8, 2017

Upcoming BID Meetings:

- Wednesday, January 24, 2018 at 8:30am

**BID Committee**
**November 29, 2017**

ITEM 2

**Attending:** Kelli Trumble; chairwoman
Kevin Ricks; BID
Justin Draper; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Corena Ricks
Jim Decker
Chris Tollaksen; Public Works
Jenifer Dobbs; WDVCB
Tom Turbett

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve the November 15 minutes made by Justin Draper. Second by Kyler Royston. Approved.

**BID 2018 PRINT ADVERTISING:**
Corena Ricks presented a concept for creative copy which would be used for 2018 advertising with Ad-Lit Committee made a number of suggestions on both the creative layout and copy. The concept presented could become a template for other forms of advertising from BID and has the potential to be used by individual businesses. Revised layout will be reviewed by the committee via email before approval is given to proceed.

**INTERSTATE BILLBOARD SIGNS:**
Lease expiration dates for the five billboard locations occur between October 31, 2018 up through October 31, 2021.
Tom Turbett presented three creative samples for the billboards. Committee unanimous consensus was to use the same existing color scheme (red and blue on white background) The only change would be the wording which will read DELLS RIVER ARTS DISTRICT instead of Dells River District. DOT approval of the minor change is anticipated. The billboard requiring attention first would be the location in DeForest. Cost for new aluminum panels and any structural repairs will be $2,650.
Dan Gavinski made a motion to have the new panels done by Tom Turbett of Rainbow Signs for $2,650. To structure the payment, $2,000 would come from the 2017 budget line and $650 would come from the 2018 budget line. Second by Kevin Ricks. Approved unanimously.
Tom will also do minor maintenance to the panels at the Larsen Farm location. Based on his recommendations, the next billboard to be looked at for panel replacement should be the Columbia County location owned by Richard Clack. Item should be planned for the 2019 budget.

**RECRUITING TOURISM DEVELOPMENT PROJECTS:**
It was felt that the priority needs to be in determining packages of incentives which could be provided to attract both large amusement style projects as well as smaller individual businesses. Prior to thinking about seeking a business recruiter, a clear vision needs to come from BID as to what types of ventures are most desired for the downtown. Many of the current grant and loan programs currently available are listed on the Dells River Arts District website which was established in part as a business recruiting tool. Facade Improvement grants, low interest business loans from the Community Development Authority and low interest Job Creation loans are three examples of existing programs. The information on the website could be used to create an Opportunities Brochure, advocated by Roger Brooks in his study.
Kevin Ricks will report at the December 13 BID meeting on results of a meeting he will be having next week about a specific downtown development project.

**2018 MEETING SCHEDULE:**
Unanimous consensus approval was given for the 2018 BID meeting schedule.

**DECEMBER 13: AGENDA:**
Agenda items will include review of creative copy for 2018 print advertising and continued discussion of recruiting tourism development projects, including the report by Kevin Ricks.

Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.