

**BID Committee
September 4, 2019**

**Attending: Tara Anchor; chairwoman
Justin Draper; BID
Jesse DeFosse; BID
Adam Makowski; BID
Kevin Ricks; BID
Kyler Royston; BID
Dan Gavinski; BID
Mark Sweet; BID**

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

**Meeting called to order by Chairwoman Tara Anchor.
Motion to approve August 21 minutes made by Jesse DeFosse. Second by Kyler Royston.
Approved.**

DISCOVER WISCONSIN PRESENTATION:

Lisa Beck provided BID with information about a show on Discover Wisconsin which would be totally devoted to the downtown. Filming for an episode airing in 2021 would take place in 2020. A 2022 episode would be filmed in 2021. The program has about 20 minutes of actual program content which could be subdivided with other business partners if desired. There are 4 segments each lasting about 4 1/2 minutes. Total cost is \$45,000 which can be paid over 3 years. The package would include a digital presence on the Discover website, social media, blog, e-newsletter, calendar of events and radio. The show would air twice a year over a period of two years. Digital packages with the TV shows are also available at a lower price. Discussion was tabled until later in the meeting as part of work on the 2020 BID budget.

CEDAR ST. ENTERTAINMENT LOT:

Jenifer Dobbs reported that the stage and furnishings have already been taken down. General response has been favorable to the location.

CLOSED SESSION:

**Adam Makowski made a motion to enter into closed session pursuant to State Statute 19.85 (1) (e). Second by Jesse DeFosse. Approved unanimously by roll call vote. Dan Gavinski made a motion to reconvene in open session. Second by Adam Makowski. Approved.
Adam Makowski made a motion to approve contracts discussed during closed session. Second by Dan Gavinski. Approved unanimously.**

BILLBOARD MAINTENANCE / ART WORK:

Tom Turbett from Rainbow Signs completed a review of the condition of all billboards currently being used. His recommendation was that the three billboards on the interstate be redone at a cost of \$2650 each. The other billboards do not require immediate attention.

PUBLIC RESTROOM AGREEMENTS:

Contracts to renew public restrooms agreements with DUKW at Wizard Quest and with Bavarian Village were reviewed. Adam Makowski made a motion to approve both agreements as discussed. Second by Jesse DeFosse. Approved with Dan Gavinski abstaining.

2020 BID BUDGET:

Work session commenced on the 2020 BID budget. Special assessment is expected to generate a slight increase of \$1532 in operating revenue. Pending final committee approval at the next meeting, changes included the addition of \$7,500 for a first year payment on BID segments for the Discover Wisconsin program, increase in seasonal clean-up line item, increase to cover interstate billboard art work, and an increase to replace American flag at the bridge. Winter festival funds were removed from the budget with the possibility some festival funds could be restored from undesignated surplus to be carried over into next year.

RIVER WALK ANCHOR / VIGNETTE:

Proposed copy for both sides of the vignette from Andrea Novotny was reviewed and approved by consensus. Map for the front of the vignette was also reviewed with minor tweaks to still be considered.

NEXT AGENDA: SEPTEMBER 18 MEETING:

Items to be taken up will include final approval of 2020 BID Operating budget, consideration of meeting schedule for 2020, discussion of tourism in Gatlinburg, Tenn and other items to be determined.

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