

**BID Committee
February 21,2018**

**Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Dan Gavinski; BID
Justin Draper; BID
Kevin Ricks; BID
Kyler Royston; BID
Mark Sweet; BID**

**Chris Tollaksen; BID
Chris Moore; Zebra Dog
Tara Anchor
Jim Decker
Jenifer Dobbs; WDVCB
Hannah Kirby; Dells Events**

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve the February 7 minutes made by Kevin Ricks. Second by Justin Draper. Approved.

ZEBRA DOG PRESENTATION / DIGITAL WAYFINDING and STREET BANNERS:

Monday evening, the City Council approved a recommendation from the Finance Committee to provide funding for the Street Banner Program designed by Zebra Dog. The City is hoping for banner installation to take place in 2018.

Chris Moore presented a Digital Wayfinding program which is designated for mobile devices. The program would supplement the physical wayfinding program and could enhance visitor experiences. Chris suggested that the digital wayfinding program be connected with the Dells River Arts District (DRAD) website rather than having a separate application. It would be easier to manage, easier for the public to access and help drive more traffic to the DRAD website. Another benefit could be to open the content on the DRAD website beyond its current scope of being a business recruitment tool.

Chris briefly reviewed the process from Discovery through Implementation for the Digital Program. The estimated timeline following approval would be about four months. Cost would be \$42,250.

Marketing suggestions of the Digital Wayfinding could include incorporation within the physical wayfinding program, use of QR codes, consistent signage for identification and use of existing wireless locations downtown.

Elements such as kiosks and street level signage have been presented by Zebra Dog to the City but have not been funded at the present time. Many of these physical elements could be designed to allow for changes of information provided.

Great public demand suggests that better identification is needed for directing people to parking areas and public restrooms as soon as feasible. BID will reach out to the Parking Board with specific physical wayfinding ideas directing visitors to parking areas and public restrooms. Committee consensus was to discuss the digital presentation more thoroughly at the March 7th meeting.

USE OF BID PHOTOGRAPHY:

Mark Sweet asked for permission to use BID photography done by Joe Leute on the Downtown Dells Committee's (DDC) new Facebook page. Kyler Royston moved that DDC be allowed to use the photography at no charge. Second by Kevin Ricks. Approved unanimously.

DUCHESS PLAZA: 2018 ENTERTAINMENT PROGRAM

The Entertainment program will take place at Duchess Plaza in 2018. Contracts have gone out to entertainers, reported Jenifer Dobbs. At present, funding will be \$22,000 from BID. The

schedule would begin Memorial Weekend. Current funding would not allow for Plaza entertainment on Sunday and Monday evenings. Regular nightly entertainment would commence in mid June. Several weekends of September entertainment could be incorporated. The Farmers Market plans to be held every Sunday morning at Duchess Plaza beginning Automotion Weekend in May and going into October.

Committee consensus was that any ideas to increase programming and find more funding this year for Plaza entertainment need to be explored as soon as possible. Justin Draper suggested holding an open fundraising party at the Plaza. The 2018 BID Budget should be reviewed for additional possibilities of funding. Suggestion was made by Jesse DeFosse to reach out to the Parks and Recreation Department to look at relocation of its summer entertainment events held at Bowman Park.

Committee was reminded that BID needs to address the future location of the downtown public plaza on a regular basis,as the current location is only guaranteed for this summer.

JULY 4TH FESTIVITIES:

Jesse DeFosse asked that discussion be tabled until March 7th meeting.

POTENTIAL ICE CASTLE LOCATIONS:

Various locations were discussed. Committee consensus was to locate the Ice Castle being planned for Winter 2018-2019 at the Dells Boat Company parking lot on Finnegan Avenue. Serious consideration will be given to having trolley shuttle service available during the operation of the Ice Castle.

AGENDA: MARCH 7TH MEETING:

Items will include discussion on funding for 2018 entertainment, future plaza location, discussion of Digital Wayfinding program, update on Dr. Evermore Collection, report on 4th of July Festivities, and report on the Spring Wine Walk.

Motion to adjourn made by Justin Draper. Second by Jesse DeFosse. Approved.