

# Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, February 7, 2018 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 January 24, 2018 Meeting Minutes (attached)
3. Discussion/Recommendations on Plaza/Locations for Summer Entertainment All/Jenifer Dobbs
4. Discussion/Decision on Farmers Market Location & Committee Updates All/Kyler Royston
5. Discuss Ripley's Aquarium Development All/Kevin Ricks
6. Discuss Dr. Evermore's Collection & Trail System All/Kevin Ricks
7. Discuss 2018-2019 Ice Castle Event Possibilities All/Jenifer Dobbs
8. Items for Next Agenda All
9. Adjournment

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

Kelli Trumble, Chairperson

Posted & Distributed: February 5, 2018

## Upcoming BID Meetings:

- Wednesday, February 21, 2018 at 8:30am
- Wednesday, March 7, 2018 at 8:30am
- Wednesday, March 21, 2018 at 8:30am
- Wednesday, April 4, 2018 at 8:30am

**BID COMMITTEE  
JANUARY 24, 2018**

<b>Attending: Kelli Trumble, BID chairwoman</b>	<b>Chris Tollaksen, Public Works</b>
<b>Kevin Ricks, BID</b>	<b>Jenifer Dobbs, WDVCB</b>
<b>Justin Draper, BID</b>	<b>Jim Decker</b>
<b>Dan Gavinski, BID</b>	<b>Brian Holzem</b>
<b>Kyler Royston, BID</b>	<b>Hannah Kirby, Dells Events</b>
<b>Mark Sweet, BID</b>	

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

**Motion made by Kevin Ricks to approve December 13 minutes. Second by Dan Gavinski. Approved.**

**Hannah Kirby was introduced as the new reporter for the Dells Events.**

**2018 DRAD REVITALIZATION PROJECT:**

**Chris Tollaksen updated the committee on City action on the Dells River Arts District Revitalization. Virtually all of 2018 city capital funds available are being earmarked for improvements being made at the intersection of Eddy Street and Broadway. Those improvements are being designed to improve pedestrian access and vehicular traffic flow. Improvements will include a new traffic light and a second cross walk. West bound traffic on Broadway will not be permitted to make a left turn on Eddy St.**

**It is hoped that the work being done on Eddy Street will allow for an outdoor dining area by the San Antonio Mexican Restaurant. The current Eddy St. bump out area will be reduced in size significantly. Vehicles will no longer be able to turn into the driveway by Dairy Queen.**

**The Public Works Committee will begin the bidding process on the project next month. It is hoped construction can begin as soon as weather permits and that most of the work can be completed by Memorial Day weekend. There will be some lane closures on Broadway during the construction. Committee stressed the importance to synchronize the new traffic light to the other lights.**

**2018 PLAZA ENTERTAINMENT PROGRAM:**

**Though no decisions have been made, there is growing negative commentary from the mayoral candidates and others about the future of Duchess Plaza.**

**The Eddy Street project and the corresponding reduction in size of the bump out may not permit that area being used as an alternative entertainment venue. Due to this uncertainty, Jennifer Dobbs has not extended performer contracts as of now. This item will be placed on the February 7 agenda to discuss more fully. Kyler Royston indicated that the Farmers Market is very interested in relocating at Duchess Plaza in 2018.**

**ZEBRA DOG MASTER DESIGN BANNER PROGRAM:**

**The City had design firm Zebra Dog work on a program to design, fabricate and implement a street banner program which would be part of the DRAD Way Finding plan. The total cost of \$40,489 would cover 80 banners from the Lower Dells to Highway 16 on the east end. The City does not expect to have funds available to complete the banner program in 2018 due to the Eddy Street project.**

**Chris Tollaksen indicated Zebra Dog also had presented information to the City about a digital way finding program which could supplement or possibly provide an alternative to the banner program. Zebra Dog staff will be invited to present information about the digital plan at the February 21 meeting to help the committee consider it as a BID project.**

**RECRUITING BUSINESS TOOLS:**

**Kelli Trumble will be working with City Clerk Nancy Holzem to update information on the Dells River Arts District website. Those updates will be forwarded to the Visitors Bureau which administers the website. Committee consensus was that the website is a useful information tool for new business prospects, however it needs to be accompanied with personalized efforts to successfully reach prospects.**

**RECRUITING DRAD BUSINESSES:**

**The committee was asked to each list three businesses to recruit. The list from this group exercise included major attractions, themed restaurants, specialty stores, incubator start-ups and bringing the Dr. Evermore collection downtown. Discussion focused on the possibility of Ripley's bringing an Aquarium attraction to the downtown and the lack of city incentives at present to make something of this magnitude happen compared to other areas.**

**AGENDA: FEBRUARY 7th MEETING:**

**Items for the next meeting will include discussion on Duchess Plaza future, incentives for Aquarium project, 2018-19 Ice Castle, 2018 Farmers Market plans, and discussion on the Dr. Evermore collection.**

**Motion made by Kyler Royston to adjourn. Second by Kevin Ricks. Approved.**

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2.2.2018

The temporary public plaza on Oak St. was *designed to be one of many action steps* to make downtown Wisconsin Dells a lively, active destination in its own right.

- ✓ Cost: \$209,000; funded by Premier Resort Tax. [www.dellsriverartsdistrict.com/duchess-plaza/](http://www.dellsriverartsdistrict.com/duchess-plaza/)
- ✓ Request by BID's Downtown Farmers' Market subcommittee to relocate 2018 market to the Duchess Plaza.
- ✓ BID 2018 budget includes \$22,000 for live entertainment downtown.
- ✓ BID has budgeted for cleaning plaza in 2018.
- ✓ Eddy St/Broadway construction planned for spring 2018 so that location not available.
- ✓ 2018 WDV&CB Vacation Guide editorial includes free live entertainment in plaza.
- ✓ Action Item #26 in **Downtown Branding, Development and Marketing Action Plan**, develop Oak Street Plaza.
- ✓ Top two projects in downtowns credited with fastest and best ways to spur revitalization include public plazas and year-round public markets...Roger Brooks, page 43 Action Plan. Link to "*The Power of Public Plazas*":  
<https://www.destinationdevelopment.org/cpages/the-power-of-public-plazas>

Questions:

- What is the consumer saying about the plaza while dining? Shopping? Relaxing downtown?
- Can businesses provide info on the impact of the public plaza? Was the spend greater than prior to the plaza?
- What is the root reason for removing a public plaza?
- Is there openness to relocating the public plaza?
- What are the options for relocating the public plaza?
- Can those options accommodate the Duchess boat?
- Should we explore those options before the Duchess returns to the boat yard?
- Is there support to explore those options and commit to maintaining the Duchess Plaza through mid-September?
- What date certain will be the Duchess Plaza be moved?
- How will the move of the plaza be funded?