

BID Committee
June 6, 2018

Attending; Kelli Trumble; charwoman	Tara Anchor
Justin Draper; BID	Adam Makowski
Kevin Ricks; BID	Jenifer Dobbs; WDVCB
Kyler Royston; BID	Corena Ricks
Dan Gavinski; BID	Lydia Fulwiler
Mark Sweet; BID	Dakota Juno
Chris Tollaksen; Public Works	Mayor Ed Wojnicz

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve May 16 minutes made by Justin Draper. Second by Kyler Royston. Approved.

Pending final Council action at its next meeting, Tara Anchor, Adam Makowski and Jackie Morse will be new BID Committee members.

SUMMER PLANTINGS AND 2019 PLANTERS:

Justin Draper reported that due to spring storms plantings were later than normal. The only planters not done were small ones located in the 200 block Cafe Zones. The 20 ‘sand dune’ style planters at Duchess Plaza continues to be a problem. Most of those plantings have failed, most likely due to the drainage issue with the planter itself. One suggestion has been to plant flowers instead of perennials or trees. Another suggestion has been that due to the uncertain future of the Duchess Plaza location that the dune style planters be put in storage for this summer season. Vendors at the Farmers Market at the Plaza have mentioned a desire to be able to get their vehicles closer to their location and removing the planters would probably help achieve that.

Inspection of the large round planters, particularly those located on the median of the Wisconsin River bridge, found them to be in deteriorating condition. In light of this finding, Corena and Kevin Ricks reviewed a proposal made last year to construct and install a “Canoe Parade” of planters on the median. The “Canoe Parade” of planters would be whimsical in nature and are inspired by a photo of H.H. Bennett’s showing them as a mode of river transportation in the 1800s.

After doing some research, Kevin recommended that the canoes would need to be manufactured. They would make a strong welcoming statement entering downtown, but need to be consistent with a stronger overall theme or master plan to drive all endeavors.

Dan Gavinski made a motion for BID to approve the “Canoes on Parade” concept to allow for development of plans including a budget for consideration. Second by Justin Draper. Adam Makowski noted the need to communicate with the Wisconsin DOT about the canoe design. Their approval will be needed for any final proposal to be implemented. Other City committees such as Public Works will also need to be involved in the process. Motion passed unanimously.

ARTS WISCONSIN / JUNE 20:

In advance of discussion at the June 20 meeting about the Arts Wisconsin program and its potential role in advancing artistic related projects in the Dells River Arts District, the committee was asked to determine topics it would like to see covered at that time. How to structure an overall theme for artistic projects, what types of funding sources could be tapped to finance such projects and looking at grant writing were suggested areas to cover. An

additional suggestion made was how to get the business and general community behind these initiatives.

PUBLIC PLAZAS, LOCATIONS AND BUSINESS PLAN:

Kyler Royston announced that he and his brother will be renting from Eric Helland the building formerly home to The Cheesy Tomato as well as the outdoor plaza area being completed at that location. Pending beer and wine license approval, they expect to open by July 1st. The plaza area will be renamed "Riverfront Green". The Roystons are fully supportive of any entertainment BID would like to stage on July and August weekends. The type of stage and sound system are still being worked on. Interest was also expressed about using some of the empty sand dune planters that are at Duchess Plaza in the "Riverfront Green" Plaza. Kyler is also open to the idea of Joe Leute's large mural being displayed at the Plaza, though concerns remain about the stage restricting full view of the work.

Jenifer Dobbs will put together specific ideas and costs to stage weekends entertainment at this location this summer. The committee will be asked to consider alternative sources to finance that entertainment. Concerns were expressed beyond this summer about the perception of BID funds being directed towards one private enterprise. Funding this year would provide a testing ground for other plaza locations in the future.

It is expected that BID and the City will examine more closely the plaza proposal at Drinker's Dock forwarded by Adam Makowski with support of the other property owners at that location. Ways to connect or market the Riverfront Green Plaza with Drinker's Dock could be considered at some point.

If Duchess Plaza is terminated after this summer, the committee was asked to look at the other end of downtown for future public plaza development. The Trumble family lot and the vacant lot next to the Car Wash were mentioned as possible locations as well as maximizing use of Bowman Park.

WINTER GUINNESS BOOK OF RECORDS:

Kevin Ricks has looked at several possible ideas to attract attention by having the community attempt to break a world record. He will continue to examine these ideas with Jenifer Dobbs for possible participation of Wisconsin Festivals.

AGENDA: JUNE 20 MEETING, JULY 11 MEETING:

A major portion of the June 20th meeting will be taken with discussion on the Arts Wisconsin program. Follow up discussion about finding the perfect business mix, reports on summer plantings and any progress on finding a concept for Guinness records for Winter 2018-19 will be looked at as well. Downtown Dells Committee would like to update BID on activities it is working on for the rest of the year.

Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.