

**BID Committee
December 13, 2017**

Attending: Jesse DeFosse; Vice chairman	Jenifer Dobbs; WDVCB
Dan Gavinski; BID	Jim Decker
Kyler Royston; BID	Brian Holzem
Mark Sweet; BID	Corena Ricks
Chris Tollaksen; Public Works	

Meeting called to order by Vice Chairman Jesse DeFosse.

Motion made by Kyler Royston to approve November 29 minutes. Second by Dan Gavinski. Approved.

2018 PRINT ADVERTISING:

Corena Ricks presented revised copy for the 2018 Ad-Lit Summer book. Committee suggested to change the shopping picture so people's faces would be visible and to remove the word unique from the circle which says SHOPPING. Dan Gavinski made a motion to approve the copy presented with the two suggested changes. Second by Kyler Royston. Approved unanimously.

RECRUITING DRAD BUSINESSES:

Open discussion was held to solicit ideas for future recruitment of businesses and projects which would be considered desirable in the Dells River Arts District.

It was felt every effort should be made to foster the relationships with both the Woodside group and the JAG as the sports area is vital to the interests of the downtown and both projects have now proven themselves as entities to continued working with together.

Suggestion was made to look at the Wisconsin Sports Hall of Fame in Milwaukee for relocation and development as an interactive museum.

It was felt that Leon Agami, owner of the vacant Carvelli's Restaurant property is very motivated to find a tenant. Based on the strong success of the Moosejaw restaurant the suggestion was made to recruit a local craft beer business or winery and recruit a restaurant to partner with to occupy the vacant building. Jesse DeFosse will contact Leon Agami about terms for a long term lease. Low or free rent at that location could be a very strong incentive. Also suggested for that location was a themed restaurant, on the order of what American Girl has done in Chicago.

The vacant property on Oak Street which formerly housed Robin's Nest was suggested as a location to locate incubator start up businesses as part of a small public marketplace. Concerns were expressed about the location and poor track record for previous ventures. Chris Tollaksen will try to get information from the property owner about the rent or purchase price. Chris Tollaksen also noted that this property does offer a stage for entertainment however a sprinkler system would need to be installed to house larger audiences.

Other ventures which could spur business growth downtown include the large expansion of the Kalahari Convention Center and the possibility of construction of a new high school across from Trappers Turn Golf Course.

AGENDA: JANUARY 24th MEETING

Discussion on business recruitment and recruiting tools will continue.

Mark Sweet moved for adjournment. Second by Kyler Royston. Approved.