

**BID Committee
May 16, 2018**

**Attending: Jesse DeFosse; Vice Chairman
Kevin Ricks; BID
Dan Gavinski; BID
Kyler Royston; BID
Justin Draper; BID
Mark Sweet; BID**

**Mayor Ed Wojnicz
Chris Tollaksen; Public Works
Jenifer Dobbs; WDVCB
Brian Holzem
Tara Anchor**

Meeting called to order by Vice Chairman Jesse DeFosse.

Motion to approve May 2 minutes made by Justin Draper. Second by Kyler Royston. Approved.

DOWNTOWN FARMERS MARKET:

Kyler Royston reminded the committee that the Farmers Market will begin its season May 20th from 9AM - 1PM at Duchess Plaza. Ten vendors have registered to date, though less will actually participate in the spring. Some entertainment has been secured for early dates. Jesse DeFosse suggested contemporary gospel music might also be a possible addition.

SPRING/ SUMMER PLANTINGS:

Justin Draper is awaiting an updated price quote from Maria Rosholt on the planters for this year. Some budget flexibility may come from the removal of the concrete planters in front of Wizard Quest which is due to the Eddy Street construction. Plantings at the two 200 block Cafe Zones were not put into the 2018 budget. The savings from the concrete planters might cover the cost of plantings in the Cafe Zones.

SPRING WINE WALK REPORT:

Mark Sweet noted that 23 downtown businesses participated covering all ends of the district. Results from both a formal survey and informal conversations with the participating businesses were shared. A high majority felt Walk traffic was equal or exceeded 2017 levels. A high majority listed hors d'ouerves costs under what was expected. Public feedback about the wine and hors d'ouerves offerings continued to be positive. A high majority of business responses favored increasing the number of tickets sold with most favoring in the 100 - 200 range. A majority would be willing to participate in a Fall Walk if offered and there seems strong public interest in that as well. The Visitors Bureau is looking into organizing a Fall Wine event, possibly combined with Craft beers. The Downtown Committee will consider increasing the ticket sales for the Spring Walk. They are planning to change the ticket sale procedures over a number of days instead of one day and time.

JULY 4th FESTIVITIES:

The wrestling program is confirmed with several wrestlers already committing to the date. The program will last up to two hours prior to the fireworks. It will be free to the public and is considered to be family friendly. July 5th will be the rain date for the wrestling and the fireworks. Exact location of the wrestling ring is still being evaluated. Jesse and Kyler met with the Kiwanis to encourage increasing their concession prices as July 4th is a fundraiser for the organization.

UPDATE: ICE CASTLE:

Ryan Davis has decided that his company will be constructing an ice castle at Lake Geneva next winter and not coming to Wisconsin Dells. Kevin Ricks suggested looking at an event where a Guinness World record could be promoted such as building the world's largest snowman. Kevin will investigate this direction further and report back to the committee with his findings. The Ripley's Company owns Guinness which would help the process.

CHAIR UPDATES:

Kelli Trumble plans to schedule sessions with representatives from Arts Wisconsin and the Wisconsin Arts Board at future BID meetings. Both organizations continue to show strong interest in the Dells River Arts District.

MAYOR UPDATES:

Mayor Wojnicz reported some resistance to the idea of elimination of the Design Review Committee. It will continue under discussion with the City Council. There seems to be no issues at this time with BID taking over responsibilities of the River Arts Committee. Construction at Eddy Street is running behind schedule and completion of the project may not happen until mid- June.

AGENDA: JUNE 6 MEETING

Items for discussion will be determined.

Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.

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Agenda items will be determined.