

BID Committee
February 22, 2017

Attending: Kelli Trumble; chairwoman	Brian Holzem
Justin Draper; BID	Jim Decker
Dan Gavinski; BID	Jackie Morse
Kevin Ricks; BID	Tom Turbett
Kyler Royston; BID	Ed Legge; Dells Events
Mark Sweet; BID	
Mayor Brian Landers	
Chris Tollaksen; Public Works	
Karen Terry; City Treasurer	

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve February 8 minutes made by Justin Draper. Second by Kevin Ricks. Approved.

BID FINANCIAL REPORT:

City Treasurer Karen Terry provided updates on end of 2016 calendar year BID revenue and expense report. BID was over budget by \$6,003. This was due to a late billing on planters which was paid in 2016 and payment for new design work on three billboards being rented by BID which had not been budgeted. The \$6000 shortfall is being paid through reserve funds. Financial updates were also reviewed on the 2017 budget and the Farmers Market. Karen cautioned that the 2017 budget projects surplus funds at \$8671 and should be considered as proposals are advanced for funding during the year.

BID INTERN UPDATE:

Becca Fredricksen, last year's intern, has recommended someone for the position who will go through an interview process. Funding for the intern position remains a question as it was removed in the 2017 budget. Becca had previously suggested that the position might only necessitate 25 hours of work per week rather than 40 hours. Kyler Royston suggested thought be given to sharing the intern with the Farmers Market which is in the process of looking for a Market Manager. He will check with the other members of the Farmers Market Committee for their input on that idea. Topic will be on March 8 agenda.

2017 BID PROJECTS UPDATE:

Justin Draper will be the committee's liaison to work closely with the city's Ordinance Compliance officer, Dave Leifer. It was recommended the committee provide input on priorities which should be addressed by the Compliance officer, which will be put on the March 8 agenda.

Dan Gavinski will head efforts to determine guidelines for use of the Dells River Arts District (DellsRAD) name and logo. Mayor Landers could see at least three different directions on DellsRAD usage. One area would be use by private enterprises. Another use would be by the city government. A third direction would be incorporation into public areas ranging from parks to public arts projects such as sculptures or murals. Part of the process should be determining guidelines/ standards for acceptable use of the DellsRAD name and logo. An added element should be consideration of any fees attached to use of DellsRAD name and logo. The Mayor indicated that it would be appropriate for BID to forward any recommendations to the City Council. Topic will be on March 8 agenda.

OUTDATED BANNERS:

A number of the banners hanging on the street light poles are advertising festivals/ events that are no longer taking place. Options would be to remove specifically the outdated information, removal of the entire banner structure, development of a new banner program which would utilize the city's approved Block color program and possibly other elements such as historic photographs and mosaic design work (from the River Walk vignette project). Current events and festivals could be promoted by other means ranging from lower level banners, interactive kiosk areas, improved signage in both Duchess Plaza and other areas yet to be designated.

Tom Turbett from Rainbow Signs indicated that it cost about \$4300 in 2010 to apply updated design work to around half of the 150 banners. Best guesstimate would be to assume a 10%-20% increase in those costs. To redo every banner including labor might be a cost from \$10,000 - \$15,000.

Implementation of the area wide Way Finding program is not planned to commence until 2018. Mayor Landers felt that if BID decides it would like to take the lead through putting into use the Block Color program with banners it should not wait until next year.

BIKE RACK LOCATIONS:

Justin will work with Public Works Department and Dave Leifer to develop recommendations on locations for bicycle racks. The city has limited funds designated for purchase of new racks. Committee consensus was to locate the racks close to Broadway but not on Broadway itself. The committee also indicated it did not want to see the racks in the Cafe Zones.

CAFE ZONE BENCHES:

Sample benches were viewed. Justin Draper made a motion to approve use of the backless Ashton style bench with cedar finish seat and Natina galvanized surface treatment. The backless style would be the bench used in the Cafe Zones. Second by Kyler Royston. Approved unanimously.

Dan Gavinski made a motion to recommend using both the Ashton 'backless' and 'with back' styles to replace the benches on the 200 block of Broadway which were removed during reconstruction. Second by Kevin Ricks. Approved unanimously.

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