

**BID Committee
February 8, 2017**

**Attending: Kelli Trumble; BID chairwoman
Dan Gavinski; BID
Justin Draper; BID
Kevin Ricks; BID
Jesse DeFosse; BID
Kyler Royston; BID
Mark Sweet; BID**

**Chris Tollaksen; Public Works
Jim Decker
Brian Holzem
Jenifer Dobbs; WDVCB
Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.
Jesse DeFosse moved to approve January 11 minutes. Second by Dan Gavinski.
Approved.**

ENTERTAINMENT/ EVENTS KIOSK: Mayor Landers was unable to attend the meeting to discuss a proposed kiosk to improve marketing of downtown entertainment and events. Committee discussion to further marketing included more prominent signage at Duchess Plaza, stronger poster and distribution, use of Visitor Bureau archway with banner, banner on the three billboards BID is advertising on, packet sized promotional piece to be placed at register checkouts of downtown businesses, and tie in with the Employee Entertainment card program of the Visitor Bureau. The City has been working on establishing WiFi throughout the downtown. A “kiosk” type area could be created where people could scan with mobile devices to gain immediate access to downtown entertainment and events. Any type of kiosk should be considered as part of overall way finding program for the downtown. Committee consensus was that BID should actively monitor the work of the new River Arts District Committee. Approval of the Duchess Plaza entertainment program was a consideration when the assignment was turned over to the new committee.

2017 COMMITTEE WORK PLAN: Kelli reviewed list of all committee initiatives, projects and proposals for 2017. Additions to the list were the following:

- 1. Continue work with the Parking Board on off season parking and other issues as they pertain to downtown business community.**
- 2. Establish a BID committee presence at River Arts Committee meetings.**
- 3. Develop working relationship with downtown business recruiter when the City hires someone for that position.**
- 4. Look into more programming around the Ice Castle during 2017-18 winter season. Programming might include the possibility of working directly with the company responsible for the castle construction ,if a new location were to be sought next winter.**
- 5. Look into re-establishment of BID internship position with funding to be determined.**

2017 EVENT UPDATES:

Wine Walk (April 28): Business recruitment will continue in February.

Taste of the Dells: (June 10) Restaurant applications will be mailed this week.

4th of July Celebration: No report at this time.

Kilbourn City Live: Date has been set for September 30th. Headline act will be finalized and announced soon. Added family friendly activities and area are being planned for the adjacent parking area on LaCrosse Street. Friday night activities will also be under consideration as the ultimate goal is to drive overnight stays from the festival.

Farmers Market: (May-October): The Police and Fire Department have both asked the planning committee to not use Oak Street for the Farmers Market citing safety factors. The committee has developed plans to use the parking lot on LaCrosse Street next to the JAG Fieldhouse for at least the first year of operation. Easy access for vendors and space for growth in the future were factors in this recommendation. Jesse DeFosse made a motion to support the move of the Farmers Market location to the LaCrosse Street Municipal Parking Lot. Second by Dan Gavinski. Approved unanimously.

200 BROADWAY / BENCHES: Further study of the Austin style bench approved by BID at the last meeting found that maintenance could become a problem due to wooden materials. New choices were reviewed and consensus was that the Ashton bench manufactured by Graber Company from Waunakee was of great interest. Committee asked Chris Tollaksen to see if Graber could present a sample bench for February 22 meeting before making a formal motion. The Ashton bench is available with and without a back.

AGENDA.. FEBRUARY 22: Items on the agenda will include review of the 2017 entertainment program, review of benches for 200 block of Broadway, BID internship for 2017, and other topics to be determined.

Kevin Ricks made a motion for adjournment. Second by Kyler Royston. Approved.