

BID Committee
July 12, 2017

Attending:	Kelli Trumble; chairwoman	Mayor Brian Landers
	Jesse DeFosse; BID	Chris Tollaksen; Public Works
	Justin Draper; BID	Jenifer Dobbs; WDVCB
	Kevin Ricks; BID	Lt. Perry Mayer; WDPD
	Kyler Royston; BID	Jim Decker
	Dan Gavinski; BID	Eric Helland
	Mark Sweet; BID	Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Justin Draper to approve June 28 minutes. Second by Kyler Royston. Approved.

4th of JULY CELEBRATION RECAP:

Excellent crowd size was reported for the fireworks display and consensus about the display itself was positive. It was felt in the future better coordination on the logistics needs to occur with consultation of the Police and Fire departments so the display is both enjoyable and safe for all. Budget constraints limited the options for restroom facilities and needs to be addressed next year. Better coordination of the routing for the 5K Run with the consultation of the Police department needs to be set up. Though the race is small it could be marketed stronger with funding to be determined and has potential to grow. Disappointment was expressed about the featured entertainment, Madison Rising as it was felt their selections did not mesh well with the family friendly crowd. It was suggested the emphasis in this part of the program needs to be family friendly. Marketing any pre- fireworks activities should be considered for 2018.

The contract with the current vendor for the fireworks has an opt out clause which expires on August 5th. Since a proposal from another vendor has been submitted, review and decision on the fireworks vendor for 2018 and beyond will be discussed at the next meeting.

FARMERS MARKET: Motion was made by Jesse DeFosse to approve expenditure of \$900 for entertainment at the Farmers Market. Second by Kevin Ricks. The \$900 was raised through sponsorships. Approved unanimously.

COHESIVE BRANDING: Kevin Ricks is targeting a mid- August completion of the outline of a Master Plan for the various projects which could encompass the new artistic vision for the Dells River Arts District. The Mayor continues to advocate the initial visions and plans set out by Roger Brooks and Zebra Dog. The new artistic vision and in particular the possibility of the Every family collection being relocated in the downtown should be viewed as one opportunity that could be acted upon. There are other opportunities expressed by Brooks and ZD which should also move forward.

Discussion focused on responsibility for review of the Ricks' Master plan and the approval process for projects. The Mayor and Chris Tollaksen reiterated that as an artistic vision this plan should be within the domain of the Dells River Arts Committee. BID would be encouraged to offer feedback and ideas to the DRAD Committee.

DUCHESS PLAZA / OAK STREET PLANTINGS:

Justin Draper reported that several pots on Oak Street should be filled by fall. Options are still being considered for the empty pots at Duchess Plaza. Public Works is also trying to work on resolving the drainage problem with some of the pots prior to any new plantings taking place.

The Mayor indicated some initial discussions have occurred to consider the best course in establishing a permanent plaza site. If a site is determined this might resolve the problem with the pots and more permanent plantings could become part of a new site.

2018 MARKETING PHOTOGRAPHS: Kevin agreed to have his staff handle layouts for 2018 print advertising. Justin suggested the committee look at Joey Leute's photography which BID commissioned several years ago to help determine images for 2018 marketing. Item will be placed on agenda for the next meeting.

CHAIR UPDATES:

Numerous public complaints about parking enforcement will be forwarded to committee members. Most of the complaints focus on the lack of clarity and signage regarding in season enforcement of parking meters. Consensus was that the Parking Board needs to be made aware of this issue.

NEXT AGENDA: JULY 26 MEETING. Discussion on July 4th fireworks vendor, BID Financial update Kilbourn City Live update, 208 Marketing and Photography review.

Motion to adjourn made by Kevin Ricks. Second by Kyler Royston. Approved.