

**BID Committee  
May 3, 2017**

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

**Ben Anderson**  
**Brian Holzem**  
**Jenifer Dobbs; WDVCB**  
**Hans Helland**  
**Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.**  
**Motion by Kevin Ricks to approve April 19 minutes made by Kevin Ricks. Second by Kyler Royston.**  
**Approved.**

**FARMERS MARKET:**

**The first weekly market will take place on Sunday, May 14 from 9AM - 1PM. Ten vendors are expected and other part time vendors are expected throughout the summer.**

**DRAD BUSINESS MIX:**

**Redevelopment Resources from Madison completed a study of the 300 Broadway block commissioned by the City. At this time, the city felt their services would no longer be needed.**

**Local realtor Tory Wolfram felt at this time there is a lack of desirable inventory in the downtown. There are not many properties available, but the declining physical condition of many buildings was also noted as a negative factor in the market place.**

**Open committee discussion about changing the retail mix took place. Major points that were made focused on determining a major attraction that could have the potential to draw up to 500,000 visitors. Though no specific suggestions were made, it was generally agreed that such an attraction would generate other activity and the retail mix would see significant change. It was also agreed that a package of incentives is crucial to have in place for existing businesses to pursue expansion plans or attract new ventures to the city. Those incentives need to involve both the city government and property owners. Committee members were encouraged to consider possible directions to pursue.**

**PARKING BOARD RECOMMENDATIONS:**

**Jesse DeFosse informed the committee that due the manpower hours involved with removal of the free parking stickers this spring.,the Parking Board is looking at alternatives like a paper bag over meters. Research will continue to find a product which would be easier for removal. Committee consensus was to advocate at the next Board meeting for continuance of the free parking sticker program. Any alternatives such as bags were considered undesirable and impractical.**

**Maintenance of the grounds around the parking lots were discussed. It is unclear if any city entity has any responsibility to keep those areas clean. The topic will be brought to the attention of the Parking Board at its next meeting.**

**COHESIVE BRANDING DISCUSSION:**

**Discussion continued stemming from presentation made at the April 19 meeting by Kevin and Corena Ricks. Both the Dells River Arts District Committee and Design Review Committee will be approached to place the Ricks' presentation on their agendas at their next meetings to seek their input.**

**NEXT AGENDA: MAY 17,2017**

**Items for next meeting will include updates on use of City watering truck by Thompson's Full Bloom to continue work on plantings in the Dells River Arts District, update on DRAD trademark guidelines usage, other topics to be determined.**

**Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.**