

**BID Committee
August 21, 2019**

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz
Justin Draper; BID	Thad Meister; Parks and Recreation
Dan Gavinski; BID	Gail Jermier
Kyler Royston; BID	Chris Tollaksen; Public Works
Adam Makowski; BID	Brian Holzem
Jesse DeFosse; BID	Jenna Loda Eddy
Mark Sweet; BID	Tom Turbett
Kevin Ricks; BID excused	Peter Culver; Dells Events

Meeting called to order by Chairwoman Tara Anchor.

Motion made by Kyler Royston to approve August 7 minutes. Second by Dan Gavinski.

Approved.

LA CROSSE STREET HILL:

Artist renderings of the La Crosse street hill area near the railroad bridge were presented by Thad Meister. The design included a retaining wall with Dells River Arts District and significant plantings. Plantings could be installed by next spring if there was a decision made soon to proceed with the project. The Parks and Recreation Department has some funds available for plantings. Concern was expressed for people gathering in the paved area in front of the display and safety from nearby moving vehicles. Discussion was tabled but will be part of the 2020 BID budget discussions. At this time, no precise figures were made available for completion of the hill area as presented.

ELM STREET PLAZA:

MSA has given the City an estimate for construction of an Elm Street Plaza ranging from \$600,000 up to \$1,000,000 depending on features included or excluded. Kevin Ricks is in the process of seeking approval for a \$250,000 grant from WDEC (Wisconsin Economic Development Corporation) for the overall Chalet renovation. If approved by WDEC, Kevin would turn over the grant money to the City to be used for development of the plaza next to the building. As part of a developer's agreement, the City would cap the money spent on the Elm Street plaza at \$600,000. Up to half of the \$350,000 not covered under the WDEC grant would come from TIF District funds. BID is being asked to fund the remaining money needed (\$175,000). The committee was urged to have \$87,500 come from the 2019 budget and the remaining half be set aside in the 2020 budget. Mayor Wojnicz suggested that the Visitors Bureau be approached for assistance through the special Economic Development fund. Questions were raised that there is a need for more specificity about the level of investment Kevin Ricks is planning to put into the building as well as the economic projections for the new Wizard Quest. It was also felt that the Parking Board should be approached about contributing towards the plaza as increased traffic is expected to result from the entire project.

Dan Gavinski made a motion to approve BID funding of \$175,000 toward the Elm Street Plaza with \$87,500 coming from the 2019 budget and \$87,500 coming out of the 2020 budget. Approval will be contingent on receiving more specific information from Kevin Ricks and approaching the Parking Board for assistance. Second by Mark Sweet. Approved unanimously.

The City is asking BID to officially commit to a level of funding for programming at the Elm Street Plaza over a period of years. The recommended amount was set at \$24,000 per year.

Discussion of the recommendation included seeking answers to questions of who will hold continuing responsibility to program the plaza area, who will be responsible for the long term maintenance of the plaza and who might receive income derived from any rental of the plaza area.

Mark Sweet made a motion for BID to commit to \$24,000 per year for programming at the Elm Street Plaza for the near future. Second by Dan Gavinski. Approved unanimously.

RIVER WALK ANCHOR UPDATE:

Progress continues to be made on the engineering report and on the anchor refurbishment. A copy of a photo provided by the State Historical Society clearly shows the Alexander Mitchell steamboat at the Witches Gulch area on the river. The picture would be sized for the anchor display side of the vignette for an 8 foot to 10 foot area.

Justin Draper made a motion to approve the use of the image being provided by the State Historical Society. Second by Dan Gavinski. Approved unanimously.

Zebra Dog is continuing to work on finding the right photo images for the other side of the anchor vignette. It is prepared to look at various alternatives. It was suggested that Joe Leute be contacted to see if he has photos that would be better suited to the vignette.

ILLINOIS AVENUE STREET BANNERS:

Justin Draper made a motion to approve the final photo images for the four banners as presented. Second by Kyler Royston. Approved unanimously.

DISCOVER WISCONSIN SHOW:

The Discover Wisconsin TV show is putting together a proposal to film an entire 30 minute show on downtown Wisconsin Dells. Production cost of the episode would be \$48,000. It could be filmed next year and shown during 2021. It would be possible for the cost to be shared with featured businesses. The cost could be spread over more than one year. The committee asked that the Discover Wisconsin representative be invited to a future meeting.

MEETING: SEPTEMBER 4: The main agenda item will be to work on the 2020 BID budget. The Discover Wisconsin representative will be asked to make a presentation.

Motion to adjourn made by Justin Draper. Second by Adam Makowski. Approved.