

**BID Committee
July 11,2018**

Attending: Kelli Trumble; chairwoman	Corena Ricks
Tara Anchor; BID	Jenifer Dobbs; WDVCB
Kevin Ricks; BID	Katie Fermanich; WDVCB
Dan Gavinski; BID	Karen Terry; City Treasurer
Adam Makowski; BID	Chris Tollaksen; Public Works
Jesse DeFosse; BID	Jenna Loda Eddy
Justin Draper; BID	Dakota Juno
Jackie Morse; BID	Eric Helland
Kyler Royston; BID	
Mark Sweet; BID	

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve June 20th minutes made by Adam Makowski. Second by Justin Draper. Approved.

REVITALIZATION BLUEPRINT PLAN:

Kevin Ricks asked for committee and audience feedback on areas they feel should be emphasized in the Master Plan he and Corena Ricks will be developing. The following points came up in discussion:

- **Development of Carvelli's Restaurant property with stand alone major attraction.**
- **Pedestrian bridge over the river. Negotiation with the Canadian Pacific Railroad for use of the existing railroad bridge is preferred direction to proceed.**
- **Establish a public marketplace with boutique shops, incubator businesses and special public events.**
- **Strong lighting of all bridges leading into downtown.**
- **Lighting of the dam area.**
- **Possible boutique or name brand hotels downtown.**
- **More public plazas in various locations.**
- **Stronger lighting of entire downtown at night.**
- **Serious look at parking needs and how those can be met.**
- **Continue to look at vehicular traffic flow.**
- **Establishment of festival grounds.**
- **Develop business recruitment materials with pertinent data.**

DOWNTOWN DELLS COMMITTEE REPORT:

Several events are being worked on by the Downtown Dells Committee:

August 25-26: "River Walk Days" will feature a downtown merchants sidewalk sale and Duchess Plaza entertainment.

October 19-20; 26-27: "Kreepy Kilbourn" Ghost Walk is a ticketed guided walking tour highlighting the Dells area haunted past and present. Tour times are scheduled for 7PM and 8:30PM. Tours will begin at the River Inn Hotel and end at Mr. Marvel's Wondertorium.

November 17 and 24: Christmas season activities will include the lighting of the community Christmas tree, Cookie and Cocoa Walk, luminaries, Elf on the Shelf Scavenger hunt, a seasonal fireworks display, appearances by Santa Claus and carolers.

In addition, the Visitors Bureau is planning a Fall Wine Walk in the downtown on Saturday, October 20th.

FARMERS MARKET REPORT:

There have been some initial challenges for the vendors with the Dutchess Plaza location with proximity of vehicles to the booth space. Number of vendors has been small, but quality of items sold is good and vendors are pleased with sales so far. Attendance by locals has been disappointing and perhaps needs to be promoted better.

MEDIA EVENT: EDDY STREET AND PROJECTS:

Mayor Wojnicz, City Clerk Nancy Holzem, Wisconsin Festivals Manager Jenifer Hobbs and BID Chairwoman Kelli Trumble will be working on putting together an event for the media and public to note the Eddy Street reconstruction, the new mural by Joe Leute located in the new Riverfront Terrace and the Paddlewheel mosaic work done by Corena Ricks on the wall by the Showboat Saloon. Event will be scheduled some time in August.

AGENDA: JULY 25 MEETING: Items will include a BID financial report, discussion of business recruitment brochure and other items to be determined.

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