

# Wis. Dells Business Improvement District (BID) Committee Meeting Agenda

Wednesday, December 12, 2018 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

Members: Kelli Trumble-Chair, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary  
Tara Anchor, Justin Draper, Dan Gavinski, Adam Makowski, Jackie Morse, Kevin Ricks, Kyler Royston

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1. Call to Order
2. Approval of the November 14, 2018 Meeting Minutes (attached)
3. Approval of the 2019 BID Meeting Schedule (attached) Kelli Trumble
4. Discussion/Decision 2017-2018 Downtown Entertainment Expenses Jenifer Dobbs
5. Discussion/Decision Schedule for 2019 Downtown Summer Entertainment Jenifer Dobbs
6. Discussion/Decision Canoe Parade Design Fabrication Proposal Kevin Ricks
7. Discussion Master Plan Timeline for 2019 Design Projects All
8. Discussion/Decision Trail System and Art Park All
9. Discussion RR Bridge Action Required Kevin Ricks
10. Closed Session *Pursuant to State Stat. 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require closed session.*
11. Reconvene into Open Session; Any Action on Closed Session Matter
12. Items for Next Agenda All
13. Adjournment

The Committee may take action on any of the above listed agenda items.

Kelli Trumble, Chairperson

Agenda Posted & Distributed: December 7, 2018

**Open Meetings Notice:** If this meeting is attended by members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities..

**BID COMMITTEE**  
**November 14, 2018**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Mayor Ed Wonicz</b>
<b>Dan Gavinski; BID</b>	<b>Phil Helley</b>
<b>Justin Draper; BID</b>	<b>Jim Decker</b>
<b>Jesse DeFosse; BID</b>	<b>Fiorella Niera</b>
<b>Kyler Royston; BID</b>	<b>Brian Holzem</b>
<b>Jackie Morse; BID</b>	<b>Gail Jermier</b>
<b>Mark Sweet; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Chris Tollaksen; Public Works</b>	

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion to approve October 17 minutes made by Jesse DeFosse. Second by Kyler Royston. Approved.**

**2019 FARMERS MARKET:**

**As noted on October 17, the 2019 Farmers Market will be a part of Riverfront Terrace activities and will no longer be under the jurisdiction of the BID Committee. The end of 2018 calendar year shows the Market with surplus funds of \$2,643. The position of BID is that it wants to continue to encourage the success and growth of the Market.**

**Jesse DeFosse made a motion to have the surplus funds be directed to the owners of Riverfront Terrace as seed money for the 2019 Farmers Market. Second by Dan Gavinski. Approved with Kyler Royston abstaining.**

**2019 MASTER PLAN PROJECT PRIORITIES:**

**A part of the contract agreement with Kevin and Corena Ricks' Downtown Master Plan was to develop designs for up to four Master Plan projects to be initiated in the 2019 calendar year. Following considerable discussion, there was consensus agreement on these three projects:**

- 1. development of a lighting plan throughout the Dells River Arts District.**
- 2. design work for a River Walk entrance point on Broadway.**
- 3. consistent communication with Canadian Pacific Railroad to determine acceptable guidelines in designing for a pedestrian walkway on the railroad bridge.**

**Further discussion on at least a fourth project will occur at the next BID meeting. There was no consensus after discussion on a single public plaza location to concentrate design efforts. Kevin also recommended not to add the Canoe Parade proposal as one of the four projects as a good deal of design work has already been put forward already. There will need to be discussions with Wisconsin DOT about that project as well before any action can be advanced.**

**DRAD WEBSITE UPDATE:**

**Tara Anchor is taking responsibility for content improvement on the DRAD website. Some changes have already been made and more will be coming so it will be more consumer oriented.**

**VACATION GUIDE AD REVIEW:**

**A first draft of the ad which will be in the 2019 WDVCB Vacation Guide was reviewed. Committee consensus was in favor of the concept presented and that any alterations in the final copy would not require further committee discussion.**

**CHRISTMAS ACTIVITIES UPDATE:**

The Downtown Dells Committee will be presenting the Christmas tree lighting ceremony this Saturday, November 17 at The Patio. Participants will include the WDHS Choir, Mayor Wojnicz and Santa Claus. There will be free wagon rides. On Saturday, November 24th the Downtown Committee will stage a fireworks display preceded by a Cookie / Cocoa Walk and Scavenger Hunt.

**EMPTY STOREFRONTS CONFERENCE:**

Mark Sweet reported on the Empty Storefronts Conference in Milwaukee he attended on November 5. To focus on this issue and encourage incubator businesses as a means to start to fill empty buildings, he advocated for creation of a permanent BID subcommittee which could be comprised of not only BID members but other interested parties beyond the BID committee. Two concepts which might be applicable to specific Dells empty storefronts were a food hall and an Indoor farmers marketplace with emphasis on handcrafted products. With focus on a plan, a goal should be to start filling empty locations by next summer season. Committee consensus was for the creation of the subcommittee with potential participants to be determined.

**2019 BID MEETING SCHEDULE:**

A final schedule will be put on the December 12 meeting agenda for committee approval.

**AGENDA: DECEMBER 12:**

Items for the next meeting will include work on the Master Plan 2019 priorities, plazas and entertainment, and empty storefronts with added items to be determined.

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

*draft 12.12.2018*

2019 Meeting Schedule

ITEM 3

BID Committee

**Meet 8:30 - 10 AM**

January 23

February 6 & 20

March 6 & 20

April 3 & 17

May 1 & 15

June 5 & 19

July 10 & 24

August 7 & 21

September 4 & 18

October 2 & 16

November 13

December 11

**Total Scheduled Meetings - 21**