

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

Wednesday, December 18, 2019 at 8:30AM

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

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

1. Call to Order
2. Approval of the December 4, 2019 Meeting Minutes (attached)
3. Lighting – Spotlights on Trees, Christmas Trees
4. Entertainment Lot
5. La Crosse Street Landscaping
6. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: December 13, 2019

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
December 4, 2019**

**Attending: Jesse DeFosse; Vice-chairman
Justin Draper; BID
Dan Gavinski; BID
Adam Makowski; BID
Mark Sweet; BID**

**Jenifer Dobbs; WDVCB
Chris Tollaksen; Public Works
Jillian Campbell
Don Spearbecker
Peter Culver; Dells Events**

Meeting called to order by Vice-chairman Jesse DeFosse.

Motion to approve November 13 minutes made by Justin Draper. Second by Adam Makowski. Approved.

ENTERTAINMENT LOT:

Motion made by Dan Gavinski to approve the lease agreement for use of the Trumble lot by BID from May to October 2020. Lease terms will be for \$5000 and allows for use for the summer entertainment program and Farmers Market. Second by Adam Makowski. Approved unanimously.

Jenifer Dobbs noted that WDVCB will manage the Farmers Market to be relocated at the Trumble lot. The move will allow for better vendor access than Riverfront Terrace. Planned dates would be from May 9 through October 17 with the exception of WoZhaWa festival weekend. Jenifer indicated there would be a Market Manager on site. Recruitment of new vendors can commence immediately. Adam Makowski made a motion to approve the Farmers Market plan as presented. Second by Jesse DeFosse. Approved unanimously.

2020 EVENTS:

Jenifer Dobbs reported that the job description for the new festivals employee to be hired has been completed. Due to the holidays, it is anticipated that the recruitment process will not really begin until after New Years. For the 2020 calendar year, Jenifer suggested at least five potential events where the new employee could be involved. The current Summer Entertainment program and the Farmers Market are BID events which would be coordinated by the new employee. The 4th of July fireworks would be expanded in scope to include other activities and would be coordinated by the new employee. Two new projected festivals would be a Fall Festival on October 24 which would combine typical seasonal activities, a chill cook off and Halloween oriented activities. A Christmas season festival would take place in either November or early December which would expand beyond the community Christmas tree lighting and have a goal to increase the seasonal lighting downtown where it might eventually become an attraction on its own accord.

Discussion mostly focused on lighting downtown for the holiday season. It was felt that one area to concentrate lighting displays would be the River Walk. A lack of electrical infrastructure would need to be addressed. Jenifer reminded the committee that an electrical box was built by Dennis Electric for the Trumble lot entertainment this past summer. The electrical panel could be moved to other locations. Dennis Electric would be willing to sell the box to BID for \$1800. Jenifer felt this box would address the needs at the River Walk, but certainly could be put to use at any event.

Motion made by Dan Gavinski to approve the purchase of the electric box for up to \$1800 from Dennis Electric. Second by Jesse DeFosse. Approved unanimously.

DOWNTOWN TREE SPOTLIGHTS:

Don Spearbecker presented a proposal to light 40 trees in the downtown. The proposal would include fabrication of one metal ring which would be fastened to three rods. The rods would be connected to the existing box at the base of each tree. The proposal would include installation of two 25 watt spotlight fixtures. One fixture would be mounted from the metal ring with light to be directed toward the ground. The other spotlight would be mounted securely at ground level with the light directed upwards. The ring could also include Dells River Arts District logos. The color of the lights could be changed by remote control as the seasonal needs dictate. Total cost to illuminate all 40 trees would be \$91,780 and would include all fabrication work, setup and all electrical installation work.

If the committee was interested in having 60 watt fixtures, the price would increase by \$75 per fixture. The option of wrapping the tree trunks with light strands was discussed. Wrapping the tree trunks is feasible, although Don noted that additional maintenance is required due to the growth of the trees. There are new products always being introduced which might alter the maintenance estimation. Costs for light strands should be available at the next meeting. Once a decision is made, the time estimate to receive the light fixtures might be 4 - 6 weeks. The idea of selecting one block to use as a test of the products is an option that could be considered. No decision on the lighting proposal was made at this time.

Motion to adjourn made by Adam Makowski. Second by Mark Sweet. Approved.