

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

Wednesday, February 5, 2020 at 8:30AM

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

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

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1. Call to Order
2. Approval of the January 22, 2020 Meeting Minutes (attached)
3. WDVCB Partnership Update – Jenifer Dobbs
  - a. MOU/Agreement Update
  - b. July 4<sup>th</sup> (Budget)
  - c. Other
4. Lighting
  - a. Riverwalk Area-easement update for spotlights
5. Riverwalk Anchor Project
  - a. Update
  - b. PR Event
6. Next meeting agenda items: Riverwalk easement, Soul of the River
7. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: January 31, 2020

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**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 Meeting Minutes**

January 22, 2020

### **Attending BID Members:**

Tara Anchor - Chairperson  
Ald. Jesse DeFosse  
Dan Gavinski  
Adam Makowski  
Kevin Ricks  
Kyler Royston

### **Others:**

Mayor Ed Wojnicz  
Chris Tollaksen - City Planning & Zoning  
Jenifer Dobbs - WDVCB  
Romy Snyder - WDVCB  
Peter Culver - Dells Events

Meeting called to order by Chairperson Tara Anchor. Motion to approve January 8, 2020 minutes made by Jesse DeFosse. Second by Kevin Ricks. Motion carried unanimously.

### **WDVCB Partnership - a. MOU Update b. July 4<sup>th</sup> c. Farmers Market**

Romy provided an update on the Elm Street Plaza. The Frozen Bear and Fireplace store will both likely be removed to make the plaza footprint as large as possible. Research will be done on other community plazas. Aiming to have the plaza ready by the spring of 2022.

Discussion was had regarding the partnership with the WDVCB. July 4<sup>th</sup> programming will be increased to include a 5K run/walk, pancake breakfast, multiple family-friendly activities and live music.

Jenifer gave an update on the Farmers' Market. Hoping for 15-20 vendors at the Trumble lot.

### **Downtown Lighting**

Discussion continued on lighting trees downtown and the north river bank opposite the River Walk. The committee is strongly in favor of Joe Leute's Soul of the River installation, and it was asked that the Leonhardt's (owner of Riverwalk Pub property) come to a February BID meeting so we could discuss how we could make that project happen.

### **Ricks' Plan Review**

The committee skimmed through the Ricks' placemaking plan and discussed lighting up the downtown with year-round lights, a potential pedestrian bridge and trail system. Jenifer Dobbs mentioned that the Riverwalk could see substantial Christmas lighting next winter.

Motion made to adjourn by Adam Makowski. Second by Kevin Ricks. Motion carried unanimously.

Submitted by Kyler Royston