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

Wednesday, January 23, 2019 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

---

1.	Call to Order	
2.	Approval of the December 12, 2018 Meeting Minutes (attached)	
3.	Discuss Direction and Working Group for 2019 Online Marketing Strategy	All
4.	Decision on Riverfront Terrace Request to use BID Photography	All
5.	Discussion on Empty Storefronts Working Group	Tara Anchor
6.	Discussion/Decision on Downtown Entertainment Working Group	Jenifer Dobbs
7.	Discussion/Decision on Canoe Parade – Kilbourn Bridge Project	Kevin Ricks
8.	Items for Next Agenda	All
9.	Adjournment	

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

Kelli Trumble, Chairperson
Agenda Posted & Distributed: January 18, 2019

Upcoming BID Meetings:

- Wednesday, February 6, 2019
- Wednesday, February 20, 2019
- Wednesday, March 6, 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 12, 2018

Attending: Kelli Trumble; chairwoman
Kevin Ricks; BID
Jackie Morse; BID
Tara Anchor; BID
Justin Draper; BID
Jesse DeFosse; BID
Kyler Royston; BID
Adam Makowski; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Mayor Ed Wojnicz
Jenifer Dobbs; WDVCB
Phil Helley
Allison Schultz
Brian Holzem
Fiorella Niera

Meeting called to order by Chairwoman Kelli Trumble.
Motion made by Tara Anchor to approve November 14 minutes. Second by Jackie Morse. Approved.

2019 MEETING SCHEDULE:
Motion made by Jesse DeFosse to approve the 2019 BID Meeting schedule as presented. Second by Kevin Ricks. Approved.

2019 DOWNTOWN SUMMER ENTERTAINMENT:
The most pressing issue for next summer is determining locations for assuming that any permanent public plaza locations may well not be a physical reality in such a short time. Committee consensus was to try to offer a full schedule of entertainment matching with the 2018 season. The 2018 schedule was funded by BID ($22,000) and contribution from the Downtown Dells Committee ($6,000). Consensus opinion was that any temporary locations for the 2019 summer entertainment need to be visible to people on Broadway. Suggestions included H.H. Bennett patio, Frozen Bear patio, Great Harvest patio, 300 block "Wally World" area, Bavarian Village, Trumble Family lot, Riverfront Terrace, 200 block Cafe Zones and closing off a section of a city street for specific weekend larger shows'.g. Eddy Street. Concerns were noted about possible fallout from using Riverfront Terrace or any private venue as a public/private partnership for entertainment. Jenifer Dobbs noted that Friday and Saturday nights are when she books the most popular acts, so partial street closure requests could be limited to those specific dates and times. Details about possible use of the bleacher seating on the weekends could be addressed later. Jenifer will set up a meeting open to the committee to try to prepare a final list of 2019 locations to match with the planned performers. The intent would be for that list of locations to be presented at January 23rd BID meeting for action.

2017-18 DOWNTOWN ENTERTAINMENT EXPENSES:
As noted by email sent to committee members, a shortfall of $3,486.94 from the 2017 Summer entertainment season needs to be addressed. A quick review of the 2018 budget indicates several areas that should come under budget. Tara Anchor made a motion to approve the expenditure of $3,486.94 to cover the 2017 entertainment shortfall with funds to come from the 2018 budget. Second by Adam Makowski. Approved unanimously.

"CANOE PARADE" DESIGN FABRICATION PROPOSAL:
Concept Attractions of Wisconsin presented a quote for the fabrication and installation of the following items which comprise the "Canoe Parade" project to be located on the Wisconsin River bridge:
Fabrication of 5 canoes, fabrication of 12 lamp post tops, 12 Dells River Arts District lamp post signs, fabrication of 10 bridge railing pots, design fee and aerial lift rental. The quote was for $27,500. The 2019 BID Budget set aside $25,000 for the Canoe Parade project. The quote does not include suggested painting of the bridge concrete barricades, bridge median and the bicycle lanes. Interested parties that would need to be consulted during the final design process would include the Wisconsin DOT, H.H. Bennett Museum, and other city committees. Justin Draper made a motion to approve the design budget for the "Canoe Parade"as presented up to $27,500. Second by Adam Makowski. Approved unanimously with Kevin Ricks abstaining.

MASTER PLAN TIMELINE FOR 2019 PRIORITY PROJECTS:
2019 Priority projects from the Master Plan were reviewed. Those projects are 1) a comprehensive downtown lighting plan, 2) design for the Broadway River Walk entrance area, and 3) negotiation with Canadian Pacific Railroad about use of the railroad bridge as a fully illuminated pedestrian walkway leading to the proposed Art Park and Trail system on the west side of the river.
Discussion of the lighting plan focused on two needs.Particularly during the shoulder season months as days get shorter the public perception is because of poor lighting that the entire downtown is closed. Vastly improved lighting would be an important first step to change that perception. The second point discussed was how lighting can be used at different times of the year as a stand alone attraction that visitors will want to see. Kevin Ricks mentioned that his brother-in -law owns Brite Nites lighting company whose specialty is doing large commercial projects. Adam Makowski indicated that he has been in contact with another lighting company as he is looking at exterior lighting at the River Inn Hotel.
Kelli Trumble suggested that smaller sub-committees may need to be created so each of the 2019 priority projects be given the thought and time needed for full development. Committee members were asked to communicate their area of interest to Kelli prior to the January 23rd meeting, if possible.

CLOSED SESSION:
Adam Makowski made a motion for the committee to enter into closed session. Second by Tara Anchor. Roll call vote taken. Approved unanimously.
Justin Draper made a motion to return to open session. Second by Adam Makowski. Roll call vote taken. Approved unanimously.
Tara Anchor made a motion for BID Committee to advance with the action taken during the closed session. Second by Adam Makowski. Approved unanimously.

AGENDA.. JANUARY 23 MEETING:
All items left unfinished from this meeting will be part of the next agenda.

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