

**BID Committee  
July 10, 2019**

**Attending: Tara Anchor; chairwoman                      Brian Holzem  
Justin Draper; BID    Jenifer Dobbs; WDVCB  
Kevin Ricks; BID    Karen Terry; City Treasurer  
Kyler Royston; BID    Jenna Loda Eddy  
Adam Makowski; BID  
Dan Gavinski; BID  
Jesse DeFosse; BID  
Mark Sweet; BID**

**Meeting called to order by Chairwoman Tara Anchor.  
Motion to approve June 19 minutes made by Kevin Ricks. Second by Adam Makowski.  
Approved.**

**2019 BUDGET REVIEW:**

**City Treasurer Karen Terry reviewed the BID 2019 Budget to date. With less money spent on 4th of July festivities and no funds used for a winter festival, there should be adequate funds to cover the rent and the improvements made to the Trumble lot, the summer entertainment program location this year. All other numbers are on target.**

**ILLINOIS AVENUE STREET BANNERS:**

**Photographer Joe Leute submitted six images of his work for consideration of the four banners which will be located on the River Walk at the Illinois Avenue bridge. Banners will be \$150 each with funds provided by a \$1600 donation given by the Wisconsin Dells Rotary. Motion made by Jess DeFosse to approve the use of images 3 and 6 as presented. Motion passed unanimously.**

**A price was obtained for addition of a bench at that location which would have an inscribed plaque recognizing the Rotary contribution. The bench would be identical to the new benches that are on the 200 block of Broadway. Price would be \$1785.**

**Jesse DeFosse made a motion to approve expenditure of \$1785 for purchase of the bench as presented. Second by Kyler Royston. Approved unanimously.**

**BROKEN STREET BANNER POLES:**

**A number of poles holding the street banners on the east end of the downtown were damaged by a storm in 2018 and have not been replaced. Chris Tollaksen is still trying to determine what type of pole will work best as a replacement.**

**BILLBOARD ART WORK:**

**New art work will be placed on the I-90 billboard at Lodi this week. Three other billboards should be considered for replacement of art work as part of the 2020 budget discussions later this summer.**

**SUMMER ENTERTAINMENT PROGRAM AND LOCATION:**

**Jenifer Dobbs reported that feedback she has heard has been positive about both the location at Cedar and Broadway as well as the performers to date. There is a cover for the stage area in the event of bad weather, however it requires about an hour of setup and takedown. It might be used for weekends if necessary. Maintenance of the grounds has gone well to date.**

#### **RIVER WALK ANCHOR PROJECT:**

The widest area at the entrance on Broadway measures 24 feet. Recommendation from both Tara Anchor and Dan Gavinski would be to offset the anchor display to the left in front of the glass blocks. Total estimate for the 13 foot tall anchor display and introductory River Walk vignette would be \$36,270. Production done by Michael Signs would be \$26,070. The breakdown includes completion of design work by Zebra Dog at \$2400. The engineering study on the River Walk bridge would total \$3800 and refurbishment of the two anchors by Dave Hall would cost \$4000. ZebraDog urges that the bridge engineering study be done first in the event unresolved issues are discovered. The Historical Society has stated that their donation of \$26,500 is contingent on displays being created for both anchors. It was felt that a smaller display for the second anchor could fit into the Broadway entrance though other sites could be considered. Additional anticipated expenses would include copy for the vignette written by Andrea Novotny, cost of a plaque about the anchors and electrical hookup.

Dan Gavinski moved to approve the expenditure of \$3800 to conduct and complete the engineering study of the River Walk bridge. Second by Justin Draper. Motion approved unanimously.

Dan Gavinski made a motion to approve the expenditure of up to \$40,000 to contract with Michael Signs to do the production work on the River Walk anchor display and vignette as presented and with ZebraDog to complete the design work for the project. Second by Justin Draper. Both contracts moving forward would be contingent on the results of the engineering study of the bridge. Approved unanimously.

#### **JULY 4th EVENTS:**

Despite the street construction project, July 4th crowds were large and able to navigate to see the fireworks. Response to the parking lot party at Maurer's Market was very good as people came to view the fireworks and over \$6000 was raised for charity.

#### **RAILROAD BRIDGE:**

Past communication between the City and Canadian Pacific Railroad indicated a general uncooperative response toward having meaningful negotiation over use of the bridge for a pedestrian walkway. It was felt that for BID to consider hiring a lobbyist to negotiate with Canadian Pacific would be a fruitless exercise. Discussion centered on looking at the alternative of construction of a pedestrian bridge over the river that would connect with the River Walk. It was felt that any development of the DNR owned land on the west side of the river as part of a trail system would need to go hand in hand with a viable connection to the River Walk and downtown. Kevin Ricks will reach out to contacts made at the DNR to determine their interest in working with BID to advance the trail system proposal. The pedestrian bridge will remain an agenda item as discussions on DNR land development progress.

There has been no further response from Canadian Pacific about the lighting of the Railroad bridge.

#### **UPDATES:**

**Ice Castle:** Jenifer Dobbs has spoken with the ice castle company. They are seriously looking at returning to Lake Geneva in 2020 and should know with certainty in the next few days. If 2020 is not possible, they are open to a proposal from BID for 2021.

**Elm Street Commons Area:** Planning Commission meeting about the proposed closure of Elm Street for a public commons area is July 11th at 5PM.

**No new reports on Downtown Lighting, Drinkers Landing development, Soul of the River project, and the La Crosse Street hill.**

**Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.**