

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

Wednesday, July 11, 2018 at 8:30AM

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

1. Call to Order
2. Approval of the June 20, 2018 Meeting Minutes (attached)
3. Strategic Discussion – Revitalization Blueprint Plan All
4. Update – Downtown Dells Association Activities Mark Sweet
5. Review 4th of July Events Jesse/Kyler
6. Discussion – Farmers’ Market & Duchess Plaza Maintenance All
7. Discussion – Media Event for Mural, Mosaic & Eddy Street Opening All
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: July 6, 2018

Upcoming BID Meetings:

- Wednesday, July 25, 2018 at 8:30am
- Wednesday, August 8, 2018 at 8:30am
- Wednesday, August 22, 2018 at 8:30am

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
June 20, 2018**

Attending: Kelli Trumble; chairwoman	Melanie Tallmadge Sainz
Kevin Ricks; BID	Corena Ricks
Justin Draper; BID	Jim Decker
Jesse DeFosse; BID	Lori Beusing
Adam Makowski; BID	Brian Holzem
Tara Anchor; BID	Jenna Loda Eddy
Jackie Morse; BID	Eric Helland
Dan Gavinski; BID	Chris Tollaksen; Public Works
Kyler Royston; BID	Jenifer Dobbs; WDVCB
Mark Sweet; BID	Ann Katz; Arts Wisconsin

Meeting called to order by Chairwoman Kelli Trumble.

New BID members Tara Anchor, Jackie Morse and Adam Makowski were officially welcomed to the committee.

Motion to approve the June 6 minutes made by Justin Draper. Second by Adam Makowski. Approved.

REVITALIZATION BLUEPRINT PROPOSAL:

Kevin and Corena Ricks presented an overview of a plan intended to connect the various ideas and concepts about the Dells River Arts District revitalization into a Master Plan. The Master Plan would serve as a primary vehicle to prioritize developments and projects. It would also be of prime importance to help attract new business ventures to invest time, effort and money into the district. It would also be a driving force in preparing potential grant and foundation requests. The Master Plan will be used as a tool to gain public support for various projects and initiatives.

The Ricks' will prepare a visual concept of the plan in about two months at a cost to BID of \$10,000. The plan would go from the Exit 87 exit to the Woodside Sports Complex on Highway 13 and will look at anchor businesses, pedestrian spaces, transportation methods and systems, public art, parking and more. The timeline was advanced so the blueprint could be incorporated in the 2019 budget deliberations. Committee discussion focused on the importance of both transparency with and public involvement in the process. Prioritizing various projects must consider the potential return on investment through Resort tax and Room tax. Another key point made was that without planning for financing these projects a lot of good effort will be wasted. The \$10,000 fee would come out of the BID Economic Development line in the 2018 budget.

Justin Draper moved that BID accept the proposal prepared by Kevin and Corena Ricks to allow them to begin work on the presentation. Second by Jesse DeFosse. Approved unanimously with Kevin Ricks abstaining.

ARTS WISCONSIN / BID PARTNERSHIP:

Ann Katz, Executive Director of Arts Wisconsin explained that the organization's purpose is to assist communities in maximizing their resources to achieve their creative potential. Arts Wisconsin is able to assist communities and groups tap into various foundations and grants that are available to achieve that potential. They have also provided guidance to organizations

who need to mount fundraising campaigns to reach the desired outcome. Her advise was that finding local support, financial and others, is always most desirable and the more transparent the process of determining creative priorities the better chance of that community supporting that effort. In the future, Kelli Trumble suggested that a 501c account may need to be established so funds may be accepted. Ann Katz will be forwarding information about grant writing for the committee as well.

DUCHESS PLAZA UPDATE:

Jenifer Dobbs felt that due to the late date one more sign to be located by the stage, similar to the one already in place at the Plaza, would be the most prudent use of resources. The additional \$2000 will be used in 2019 when it is hoped there is a clearer picture about plaza locations. The sand dune style planters are being moved from the Plaza.

4th OF JULY CELEBRATION:

Arrangements are set for food sales with the Kiwanis Club. DJ Mike Showalter will handle music prior to the fireworks display. The wrestling program is confirmed and will take place from 6-8 PM. Posters were reviewed with input from committee members emphasizing the family friendly aspect of the wrestling program

AGENDA: JULY 11 MEETING:

Items will include an update from Kevin and Corena Ricks on the blueprint plan, review of the July 4th festivities, a report from the Downtown Dells Committee and other items to be determined.