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

Wednesday, July 25, 2018 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

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1. Call to Order	
2. Approval of the July 11, 2018 Meeting Minutes (attached)	
3. Update – 2018 Financial Reports & 2019 Budget Timeline (attached)	Karen Terry, Treas.
4. Discussion – Media Event for Mural, Mosaic & Eddy Street Opening	Jenifer Dobbs
5. Discussion/Decision – 2018 Co-op Photography	Al
6. Discussion – Print Materials & Website	All
7. Discussion – Downtown Visitor Economic Impact Study	All
8. Discussion – Shared BID Best Business Practices	Kelli Trumble
9. Items for Next Agenda	All
10. Adjournment	

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

Kelli Trumble, Chairperson
Agenda Posted & Distributed: July 20, 2018

Upcoming BID Meetings:

- 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.

ITEM 2

BID Committee
July 11,2018

Attending: Kelli Trumble; chairwoman
Tara Anchor: BID
Kevin Ricks; BID
Dan Gavinski; BID
Adam Makowski; BID
Jesse DeFosse; BID
Justin Draper; BID
Jackie Morse; BID
Kyler Royston; BID
Mark Sweet; BID
Corena Ricks
Jenifer Dobbs; WDVCB
Katie Fermanich; WDVCB
Karen Terry; City Treasurer
Chris Tollaksen; Public Works
Jenna Loda Eddy
Dakota Juno
Eric Helland

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve June 20th minutes made by Adam Makowski. Second by Justin Draper. Approved.

REVITALIZATION BLUEPRINT PLAN:
Kevin Ricks asked for committee and audience feedback on areas they feel should be emphasized in the Master Plan he and Corena Ricks will be developing. The following points came up in discussion:

- Development of Carvelli's Restaurant property with stand alone major attraction.
- Pedestrian bridge over the river. Negotiation with the Canadian Pacific Railroad for use of the existing railroad bridge is preferred direction to proceed.
- Establish a public marketplace with boutique shops, incubator businesses and special public events.
- Strong lighting of all bridges leading into downtown.
- Lighting of the dam area.
- Possible boutique or name brand hotels downtown.
- More public plazas in various locations.
- Stronger lighting of entire downtown at night.
- Serious look at parking needs and how those can be met.
- Continue to look at vehicular traffic flow.
- Establishment of festival grounds.
- Develop business recruitment materials with pertinent data.

DOWNTOWN DELLS COMMITTEE REPORT:
Several events are being worked on by the Downtown Dells Committee:
August 25-26: "River Walk Days" will feature a downtown merchants sidewalk sale and Duchess Plaza entertainment.
October 19-20; 26-27: "Kreepy Kilbourn" Ghost Walk is a ticketed guided walking tour highlighting the Dells area haunted past and present. Tour times are scheduled for 7PM and 8:30PM. Tours will begin at the River Inn Hotel and end at Mr. Marvel's Wondertorium.
November 17 and 24: Christmas season activities will include the lighting of the community Christmas tree, Cookie and Cocoa Walk, luminaries, Elf on the Shelf Scavenger hunt, a seasonal fireworks display, appearances by Santa Claus and carolers.
In addition, the Visitors Bureau is planning a Fall Wine Walk in the downtown on Saturday, October 20th.

FARMERS MARKET REPORT:
There have been some initial challenges for the vendors with the Duchess Plaza location with proximity of vehicles to the booth space. Number of vendors has been small, but quality of items sold is good and vendors are pleased with sales so far. Attendance by locals has been disappointing and perhaps needs to be promoted better.

MEDIA EVENT: EDDY STREET AND PROJECTS:
Mayor Wojnicz, City Clerk Nancy Holzem, Wisconsin Festivals Manager Jenifer Hobbs and BID Chairwoman Kelli Trumble will be working on putting together an event for the media and public to note the Eddy Street reconstruction, the new mural by Joe Leute located in the new Riverfront Terrace and the Paddlewheel mosaic work done by Corena Ricks on the wall by the Showboat Saloon. Event will be scheduled some time in August.

AGENDA: JULY 25 MEETING: Items will include a BID financial report, discussion of business recruitment brochure and other items to be determined.

Motion to adjourn made by Justin Draper. Second by Adam Makowski. Adjourned.

ITEM 3

Business Improvement District
Revenue & Expense Report - DETAILED
As of July 20, 2018

FUND 21	2018 BUDGET	2018 YTD	% of BUDGET	BUDGET BALANCE
BID REVENUE				
2018 BID Assessments	*$327,363.00*	*$327,222.33*	*99.96%*	*$140.67*
4270-210 BID ASSESSMENT REVENUE	**$327,363.00**	**$327,222.33**	**99.96%**	**$140.67**
Miscellaneous Revenue	*$0.00*	*$0.00*	*0.00%*	*$0.00*
4800-210 MISCELLANEOUS REVENUE	**$0.00**	**$0.00**	**0.00%**	**$0.00**
Interest From Operating Bank Account	*$180.00*	*$100.45*	*55.81%*	*$79.55*
4812-210 INTEREST ON INVESTMENTS	**$180.00**	**$100.45**	**55.81%**	**$79.55**
Transfer for Woodside Developer Agreement	*$15,000.00*	*$0.00*	*0.00%*	*$15,000.00*
4920-210 TRANSFER FROM SURPLUS	**$15,000.00**	**$0.00**	**0.00%**	**$15,000.00**
TOTAL BID REVENUE	**$342,543.00**	**$330,132.78**	***96.38%***	**$12,410.22**
BID OPERATING EXPENSES				
Downtown Seasonal Clean-up	*$3,000.00*	*$0.00*	*0.00%*	*$3,000.00*
5620-210-1000 SALARIES	**$3,000.00**	**$0.00**	**0.00%**	**$3,000.00**
Foresite Software - Email/Trumble	*$250.00*	*$116.55*	*46.62%*	*$133.45*
Office Supplies - Postage/Copies	*$500.00*	*$266.40*	*53.28%*	*$233.60*
5620-210-2000 OPERATING SUPPLIES	**$750.00**	**$382.95**	**51.06%**	**$367.05**
Johnson Block - Audit Fees	*$1,330.00*	*$700.00*	*52.63%*	*$630.00*
Attorney Fees - Hasler	*$5,000.00*	*$2,500.02*	*50.00%*	*$2,499.98*
5620-210-2001 LEGAL & AUDIT FEES	**$6,330.00**	**$3,200.02**	**50.55%**	**$3,129.98**
Downtown Entertainment - Performers	*$22,000.00*	*($6,000.00)*	*-27.27%*	*$28,000.00*
Winter Festival - TBD	*$29,759.00*	*$0.00*	*0.00%*	*$29,759.00*
July 4th Celebration	*$4,500.00*	*$635.50*	*14.12%*	*$3,864.50*
5620-210-2220 FESTIVALS & ENTERTAINMENT	**$56,259.00**	**($5,364.50)**	**-9.54%**	**$61,623.50**
Advertisements				
Ad-Lit Front Desk Check in Packet	*$2,500.00*	*$2,500.00*	*100.00%*	*$0.00*
Ad-Lit Travel Guide	*$11,500.00*	*$0.00*	*0.00%*	*$11,500.00*
				$0.00
Billboards				*$0.00*
Highway 16 Sign - Repair & Maintenance	*$2,000.00*	*$650.00*	*32.50%*	*$1,350.00*
Interstate Signs - Dovenberg Expires Oct 2018	*$5,800.00*		*0.00%*	*$5,800.00*
Lake Delton Sign (Corner)	*$6,000.00*	*$6,000.00*	*100.00%*	*$0.00*
Hwy 12 & Hwy 13 (Contract Up March 2019)	*$11,500.00*	*$11,500.00*	*100.00%*	*$0.00*
5620-210-2230 ADVERTISING & BILLBOARDS	**$39,300.00**	**$20,650.00**	**52.54%**	**$18,650.00**

Business Improvement District
Revenue & Expense Report - DETAILED
As of July 20, 2018

FUND 21	2018 BUDGET	2018 YTD	% of BUDGET	BUDGET BALANCE
Woodside Way - Year 5 of 10	*$85,000.00*	*$0.00*	*0.00%*	*$85,000.00*
5620-210-2240 DEVELOPMENT AGREEMENT	**$85,000.00**	**$0.00**	**0.00%**	**$85,000.00**
Bud Gussel - Bavarian Village Restroom	*$9,144.00*	*$6,858.00*	*75.00%*	*$2,286.00*
DUKW - Wizard Quest Restroom	*$16,015.00*	*$11,971.04*	*74.75%*	*$4,043.96*
5620-210-2250 PUBLIC RESTROOMS	**$25,159.00**	**$18,829.04**	**74.84%**	**$6,329.96**
Bridge Flag Maintenance	*$3,500.00*	*$114.00*	*3.26%*	*$3,386.00*
Flowers - Thompson's Full Bloom				
Spring/Summer Flowers	*$18,435.00*	*$17,787.00*	*96.48%*	*$648.00*
Spring/Summer Maintenance	*$16,880.00*	*$0.00*	*0.00%*	*$16,880.00*
Fall Flowers	*$4,760.00*	*$0.00*	*0.00%*	*$4,760.00*
Winter Flowers	*$3,390.00*	*$0.00*	*0.00%*	*$3,390.00*
Flowers - Country Bumpkin				
Autumn Street Decorations	*$4,023.00*	*$0.00*	*0.00%*	*$4,023.00*
Oak Street - Autumn Décor	*$1,512.00*	*$0.00*	*0.00%*	*$1,512.00*
Duchess Plaza - Autumn Décor	*$688.00*	*$0.00*	*0.00%*	*$688.00*
5620-210-2700 MAINT. /REPAIR	**$53,188.00**	**$17,901.00**	**33.66%**	**$35,287.00**
TOTAL BID OPERATING	**$268,986.00**	**$55,598.51**	**20.67%**	**$213,387.49**
BID ECONOMIC DEVELOPMENT				
Developer Incentive Surplus	*$30,000.00*		*0.00%*	*$30,000.00*
New Project Surplus	*$43,557.00*		*0.00%*	*$43,557.00*
5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES	**$73,557.00**	**$0.00**	**0.00%**	**$73,557.00**
TOTAL EXPENSES	**$342,543.00**	**$55,598.51**	**16.23%**	**$286,944.49**
REVENUES OVER/(UNDER) EXPENDITURES	$0.00	$274,534.27		($274,534.27)
FARMERS MARKET				
Farmer's Market Revenue	*$1,000.00*	*$2,810.00*	*281.00%*	*$1,000.00*
4690-210 FARMERS MARKET REVENUE	**$1,000.00**	**$2,810.00**	**281.00%**	**$1,000.00**
Farmer's Market Expenses	*$1,000.00*	*$2,924.00*	*292.40%*	*$1,000.00*
5660-210-2000 FARMERS MARKET EXPENSES	**$1,000.00**	**$2,924.00**	**292.40%**	**$1,000.00**
TOTAL Farmer's Market	**$0.00**	**($114.00)**		**$0.00**

		Starting 2018	2018 Pending Activity	*Projected* Ending 2018
	Undesignated Surplus:	$34,226.22	$33,557.00	$67,783.22
(Woodside: 2018 is year 5 of 10)	**Designated Surplus:**	$64,127.35	$15,000.00	$79,127.35
	Farmers Market Surplus:	$4,102.52	-$114.00	$3,988.52
		$102,456.09	**$48,443.00**	**$150,899.09**