

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

Wednesday, July 24, 2019 at 8:30AM

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

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

1. Call to Order
2. Approval of the July 10, 2019 Meeting Minutes (attachment)
3. Introduction of Guests at Meeting
4. Update – Riverwalk Anchor Project Tara
5. Update/Discussion - Illinois Avenue Street Banners
6. Update/Discussion – Trail System, Pedestrian Bridge Options Kevin/Tara/Dan
7. Discussion – Canoe Parade
8. Discussion – Preliminary Budget Planning (attachment)
9. Other Updates if time allows:
 - a. Elm Street Project – Plan Commission recommended partial street closure.
 - b. Drinker’s Landing
 - c. La Crosse Street Hill – Thad/Kevin
 - d. Summer Entertainment Lot
10. Next Meeting – Wednesday, August 7, 2019
11. Adjournment

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

Tara Anchor, Chairperson - Agenda Posted & Distributed: July 19, 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
July 10, 2019**

Attending: Tara Anchor; chairwoman
Justin Draper; BID
Kevin Ricks; BID
Kyler Royston; BID
Adam Makowski; BID
Dan Gavinski; BID
Jesse DeFosse; BID
Mark Sweet; BID

Brian Holzem
Jenifer Dobbs; WDVCB
Karen Terry; City Treasurer
Jenna Loda Eddy

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.

Business Improvement District				
YTD 2019 - DETAILED				
As of June 30, 2019				
<u>FUND 21</u>	<u>2019 Budget</u>	<u>2019 YTD</u>	<u>% of BUDGET</u>	<u>BUDGET BALANCE</u>
BID REVENUE				
<i>BID Assessments</i>	\$326,831.00	\$326,830.82	100%	\$0.18
4270-210 BID ASSESSMENT REVENUE	\$326,831.00	\$326,830.82	100%	\$0.18
<i>Miscellaneous Revenue</i>	\$0.00	\$0.00	#DIV/0!	\$0.00
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$0.00	#DIV/0!	\$0.00
<i>Interest From Operating Bank Account</i>	\$180.00	\$87.78	49%	\$92.22
4812-210 INTEREST ON INVESTMENTS	\$180.00	\$87.78	49%	\$92.22
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$0.00	0%	\$15,000.00
4920-210 TRANSFER FROM SURPLUS	\$15,000.00	\$0.00	0%	\$15,000.00
TOTAL BID REVENUE	\$342,011.00	\$326,918.60	96%	\$15,092.40
BID OPERATING EXPENSES				
<i>Downtown Seasonal Clean-up</i>	\$1,500.00	\$0.00	0%	\$1,500.00
5620-210-1000 SALARIES	\$1,500.00	\$0.00	0%	\$1,500.00
<i>Foresite Software - Email/Trumble</i>	\$250.00	\$77.70	31%	\$172.30
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$397.55	80%	\$102.45
5620-210-2000 OPERATING SUPPLIES	\$750.00	\$475.25	63%	\$274.75
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$770.00	59%	\$530.00
<i>Attorney Fees - Hasler</i>	\$5,000.00	\$2,083.35	42%	\$2,916.65
5620-210-2001 LEGAL & AUDIT FEES	\$6,300.00	\$2,853.35	45%	\$3,446.65
<i>Downtown Entertainment - Performers</i>	\$22,000.00	\$0.00	0%	\$22,000.00
<i>Trumble Lot Lease & Stage</i>	\$0.00	\$7,000.00	0%	(\$7,000.00)
<i>Winter Festival - TBD</i>	\$30,000.00	\$0.00	0%	\$30,000.00
<i>July 4th Celebration</i>	\$4,500.00	\$700.00	16%	\$3,800.00
5620-210-2220 FESTIVALS & ENTERTAINMENT	\$56,500.00	\$7,700.00	14%	\$48,800.00
Advertisements				
<i>Ad-Lit Front Desk Check in Packet</i>	\$2,500.00	\$2,500.00	100%	\$0.00
<i>WDVCB Guide</i>	\$4,850.00	\$4,850.00	100%	\$0.00
<i>Online Marketing</i>	\$12,000.00	\$0.00	0%	\$12,000.00

Business Improvement District

YTD 2019 - DETAILED

As of June 30, 2019

<u>FUND 21</u>	<u>2019 Budget</u>	<u>2019 YTD</u>	<u>% of BUDGET</u>	<u>BUDGET BALANCE</u>
Billboards				
Highway 16 Sign - Repair & Maintenance	\$1,200.00	\$0.00	0%	\$1,200.00
Interstate Signs	\$6,600.00	\$0.00	0%	\$6,600.00
Lake Delton Sign (Parkway Corner)	\$6,000.00	\$0.00	0%	\$6,000.00
Hwy 12 & Hwy 13 (Contract Up March 2019)	\$11,500.00	\$0.00	0%	\$11,500.00
5620-210-2230 ADVERTISING & BILLBOARDS	\$44,650.00	\$7,350.00	16%	\$37,300.00
Woodside Way - 2019 Year 6 of 10	\$85,000.00	\$0.00	0%	\$85,000.00
5620-210-2240 DEVELOPMENT AGREEMENT	\$85,000.00	\$0.00	0%	\$85,000.00
Bud Gussel - Bavarian Village Restroom	\$9,144.00	\$4,572.00	50%	\$4,572.00
DUKW - Wizard Quest Restroom	\$16,335.00	\$8,086.40	50%	\$8,248.60
5620-210-2250 PUBLIC RESTROOMS	\$25,479.00	\$12,658.40	50%	\$12,820.60
Bridge Flag Maintenance	\$3,500.00	\$0.00	0%	\$3,500.00
<u>Flowers - Thompson's Full Bloom</u>				
Spring/Summer Flowers	\$17,267.00	\$17,267.00	100%	\$0.00
Spring/Summer Maintenance	\$13,080.00	\$0.00	0%	\$13,080.00
Winter Flowers	\$2,450.00	\$0.00	0%	\$2,450.00
<u>Flowers - Country Bumpkin</u>				
Autumn Street Decorations	\$4,023.00	\$0.00	0%	\$4,023.00
Oak Street - Autumn Décor	\$1,512.00	\$0.00	0%	\$1,512.00
5620-210-2700 MAINT. /REPAIR	\$41,832.00	\$17,267.00	41%	\$24,565.00
TOTAL BID OPERATING	\$262,011.00	\$48,304.00	\$2.30	\$213,707.00
BID ECONOMIC DEVELOPMENT				
New Project - TBD	\$80,000.00	\$5,000.00	6%	\$75,000.00
5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES	\$80,000.00	\$5,000.00	6%	\$75,000.00
TOTAL EXPENSES	\$342,011.00	\$53,304.00	16%	\$288,707.00
REVENUES OVER/(UNDER) EXPENDITURES	\$0.00	\$273,614.60		(\$273,614.60)
<i>Actual</i>				
<i>Starting 2019</i>				
Undesignated Surplus:		\$119,334.55		
Designated Surplus - Econ:		\$79,127.35		
		\$198,461.90		
Farmers Market Surplus:		\$2,643.52		<i>Pledged to Terrace Market</i>