

**BID Committee
July 8, 2020**

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz	Peter Culver;
Jesse DeFosse; BID	Brianna Faber; WDVCB	Dells Events
Jillian Campbell; BID	Karen Terry; City Treasurer	
Dan Gavinski; BID	Tory Wolfram	
Mark Brown; BID	Jenifer Dobbs; WDVCB	
Adam Makowski; BID	Brian Holzem	
Mark Sweet; BID	Chris Tollaksen; Public Works	

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve June 17 minutes made by Jesse DeFosse. Second by Dan Gavinski.

Approved.

BUDGET UPDATE:

Karen Terry reviewed the 2020 BID operating budget to date As of today, everything is tracking on course. The two year commitment to the Elm Street Plaza concludes this year, which will allow for some added flexibility in next year's budget planning. The commitment to Woodside Sports complex concludes in 2023.

EVENTS UPDATE:

Adjustments were made to the schedule due to the COVID-19 virus pandemic, making it difficult to accurately evaluate this year's 4th of July activities. Very hot weather conditions also made it difficult for long duration daytime activities. The night time entertainment and fireworks were well received. The nightly summer entertainment continues. As in the past, attendance can vary due to the performer and the weather. The pandemic adds one more variable factor making it harder to evaluate accurately.

DOWNTOWN CLEANLINESS:

James has been doing an excellent job again this year keeping the Cedar Street area clean for the performances. In light of both past and current problems keeping the downtown trash cans and sidewalks clean, it has been suggested to expand his duties the rest of the summer to include those responsibilities. Discussion points made were that the sidewalks should be the responsibility of either the property owner or resident business. Point was also made that this year in particular, many businesses are under staffed and are opening later in the day making cleaning in front of the storefronts more challenging with more people around. Suggestion was made that either temporary parking patrol officers or police staff could help Compliance officer Dave Leifer to get businesses to take care of the public sidewalks at the start of the day. Additional point made was that businesses will not comply unless ordinances are enforced and significant fines are part of the consequences of inaction. Point was made that BID should make downtown cleanliness a higher budget priority. Consensus opinion was to have James clean the tops of the city garbage cans on a regular basis until Labor Day. Police Chief Jody Ward will be contacted by the Mayor to see if any staff can be made available to help with compliance by businesses.

PROJECTS SUMMARY:

River Spotlights: More tree branches are being trimmed for better light exposure across the river. Light position will be readjusted after trimming is done.

Area Billboards: New copy was installed on three local billboards in less than two weeks.

Anchor Display Dedication: Ceremony took place on June 29th. Van Wie family and the Historical Society were represented at the ceremony as was the Mayor and BID Committee.

BRITE NIGHTS UPDATE:

Dean Lyons will be in Wisconsin Dells next week to check out locations prior to making a presentation. The hope is that the presentation could occur at the August 5 BID meeting.

2021 BUDGET:

Committee members were asked to consider priorities for next year's budget for the start of discussions in August.

AGENDA: AUGUST 5 MEETING:

Pending a Brite Nites presentation on downtown lighting, other items include downtown cleanliness and 2021 budget discussion.

Adam Makowski made a motion to adjourn. Second by Mark Brown. Approved.

Submitted by Mark Sweet, Secretary