

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

Wednesday, June 17, 2020 at 8:30AM

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

Members: Tara Anchor-Chairperson, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary  
Justin Draper, Dan Gavinski, Adam Makowski, Kevin Ricks, Jillian Campbell and Mark Brown

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1. Call to Order
2. Approval of the June 3, 2020 Meeting Minutes
3. Event Updates
  - a. Summer Entertainment – starts June 17
  - b. July 4
4. Riverwalk Improvements
  - a. Anchor Vignette – installation June 17-19
  - b. Dedication Event
    - i. Andrea Novotny
    - ii. Historical Society, Greg Van Wie Foundation Invites
    - iii. Date(s)
    - iv. Press Releases/Suggestions
5. Brite Nights Presentation/Visit Date
6. Billboard Creative In-Area – discuss for 2021
  - a. Exit 87, Timbavati
  - b. Match WDVCB Messaging
7. Budget Work – late July
8. Convene into Closed Session Pursuant to State Statute 19.85(1)(e) *for conducting other specified public business whenever competitive or bargaining reasons require closed session.*
9. Reconvene into Open Session; Any Action if Needed
10. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: June 11, 2020

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**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 3, 2020**

<b>Attending: Tara Anchor; chairwoman</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Mark Brown; BID</b>	<b>Briana Faber; WDVCB</b>
<b>Dan Gavinski; BID</b>	<b>Vicky Galitz; WDVCB</b>
<b>Adam Makowski; BID</b>	<b>Mayor Ed Wojnicz</b>
<b>Jillian Campbell; BID</b>	<b>Brian Holzem</b>
<b>Mark Sweet; BID</b>	<b>Chris Tollaksen; Public Works</b>

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve May 13 minutes made by Dan Gavinski. Second by Adam Makowski.

Approved.

**RIVER SPOTLIGHTS:**

The lights are now in place with one position adjustment still to be done. The desired effect was achieved.

**SUMMER EVENTS:**

**Cedar St. Entertainment:** The programming will begin on June 17 going through Labor Day. The physical setup allows for social distancing. Marketing efforts will include social media with use of the River Arts District site and Downtown Dells Facebook page. Sandwich boards are also planned at strategic locations. Whenever possible the schedule will be completed as set up, however it is expected there may be a few cancellations of performers due to the uncertainty of when businesses downtown could reopen. Committee consensus was to proceed with execution of the plans.

**4th of July Program/ Fireworks:** Jenifer Dobbs reviewed planned activities and how they could be modified for social distancing. The Municipal parking lot by the City building could possibly be used to view the fireworks with distancing standards made visible or could be closed off entirely. Any programming would be reviewed with the Police Department for safety concerns. Adam Makowski made a motion to move ahead with all celebration plans. Second by Mark Brown. Motion passed 5-1 with Mark Sweet voting no.

**PUBLIC RESTROOMS:**

So far, the Bavarian Village restroom has been open from 9AM-6PM with plans to expand the hours from 9AM-8PM. If more staffing becomes available, Kevin Ricks will try to lengthen those hours.

**RIVER WALK ANCHOR VIGNETTE:**

An installation date is expected some time in the next few weeks. Once that date is established, a press statement has been prepared for release. Brief discussion ensued about holding a dedication ceremony for the vignette, if it can be done safely. Both the Van Wie Foundation and Dells Country Historical Society should be involved with any ceremony.

**OPENING BANNER:**

As businesses have reopened two weeks ago, it was felt a "Downtown Is Open" banner is no longer necessary.

**BRITE NIGHTS PRESENTATION:** Committee consensus was to make arrangements with Dean Lyons of Brite Nights to make a presentation before the committee for lighting the downtown.

**Tara Anchor reminded the committee that BID budgeted funds are expected to loosen in several years as commitments to Woodside Sports Complex, the Elm Street Plaza and Discover Wisconsin TV program will conclude. Other financial sources could also be looked at pending the presentation. The lighting of downtown could be accomplished over a period of years.**

**Motion to adjourn made by Adam Makowski. Second by Mark Brown. Approved.**

**Mark Sweet  
BID Secretary**