

**BID Committee
June 19, 2019**

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz	Corena Ricks
Kevin Ricks; BID	Chris Tollaksen; Public Works	Thad Meister
Justin Draper; BID	Jenifer Dobbs; WDVCB	
Adam Makowski; BID	Brian Holzem	
Dan Gavinski; BID	Jenna Loda Eddy	
Mark Sweet; BID	Tom Turbett	

Meeting called to order by Tara Anchor; chairwoman.

Motion to approve June 5 minutes made by Justin Draper. Second by Adam Makowski.

Approved.

ENTERTAINMENT LOT IMPROVEMENTS:

Infrastructure and furnishings as well as the stage are in place at Cedar and Broadway for the start of the regular nightly summer entertainment program. Jenifer Dobbs estimated total expenses at about \$2500 to cover the improvements made.

ILLINOIS AVENUE BANNERS:

Tom Turbett from Rainbow Signs estimated the cost per street banner would be less than \$150 based on the size available on the arm post. He is awaiting artwork from Joe Leute. As the cost is less than the \$1600 donation made by the Rotary Club, a suggestion was made to have a plaque made to recognize the Rotary contribution and to have a bench placed somewhere by the bridge. Chris Tollaksen will get prices for the bench. Chris and Tom both noted that several of the pole arms which hold the banners were damaged. Those poles are mostly on the 600 Broadway block. Cost of replacement needs to be finalized for any decision to be made.

BILLBOARD ARTWORK / I-90 LODI EXIT:

Artwork is coming off the billboard structure and needs immediate replacement. The billboard measures 8' x 18'. Tom Turbett said the sign would cost \$2650. DOT regulations are clear that these signs should only be directional in nature. Artwork was reviewed with consensus being to continue with the current design and change to "Dells River Arts District" from the previous "Dells River District."

Dan Gavinski made a motion to approve the expenditure of \$2650 to replace the artwork on the Lodi Exit on I-90. Second by Justin Draper. Approved unanimously.

RIVER WALK ANCHOR:

City Treasurer Karen Terry has suggested that BID work directly with Michael's Signs to get an estimate to do the introductory vignette and base for the boat anchor display. As much of the preliminary study work has been completed, it was felt having MSA involvement in this project would be an unnecessary expense. It will cost \$3800 to complete the engineering survey of the River Walk bridge. Karen will contact Michael's Signs to get an estimate for the vignette and also determine if they are able to do the work on the base. Action on completion of the engineering survey will await review of the estimate from Michael's Signs. Dan Gavinski and Tara Anchor will measure the entrance area to help consider where the vignette/ anchor display may be best positioned to allow for maintenance vehicles.

JULY 4th FIREWORKS VIEWING:

Use of the municipal parking lot for viewing the fireworks has not been ruled out due to the construction project. Though both alternative areas for viewing are available, it was felt that the public will figure out where to go to see the fireworks and that additional directional signage will not be needed.

RAILROAD BRIDGE / WEST RIVER DEVELOPMENT:

It was felt that parties who might be involved with development of the west side of the river need to see the connection to the downtown via a pedestrian walkway over the river. That connection would be key to that usage being successful. Before other alternatives are seriously discussed, it was felt that BID should exhaust all options to work with Canadian Pacific Railroad for use of the bridge. Dan Gavinski will speak with a person who might be able to serve as a lobbyist to help move opinions at the highest levels in the Canadian Pacific organization. City Clerk Nancy Holzem has communication from Canadian Pacific which specifies their demands for use of their bridge. Nancy will be contacted so BID can have a copy of that list. Discussion of a trailways system was tabled indefinitely until a pedestrian connection is finalized.

ELM STREET COMMONS AREA:

Kevin Ricks reported that an agreement between Concept Attractions and the Gussel family has been reached for purchase of the Chalet complex including the Bavarian Village. The agreement will move forward pending approval and commitment of the City to the closure of Elm Street next to the Chalet for use as a public commons / plaza area. That area would be operated as a city entity. Discussions continue as to how this will be paid for and a timetable for when it might happen. Mayor Wojnicz reported that the City Planning Committee will hold a meeting on July 11th at 5PM when the public will be able to voice opinions about the Chalet sale, closure of Elm Street and turnover of City Lot 2 to Concept Attractions. Kevin and Corena Ricks are finalizing three design proposals of the Elm Street Commons area for BID and public review. Those proposals should be available for review at the July 10th meeting.

SOUL OF THE RIVER PROJECT:

Joe Leute continues to discuss with a number of parties where to locate the "Soul of the River" photography display which will showcase the people who were part of the Dells history with the Wisconsin River. The project is 100% privately funded. A location is the current roadblock for the project to advance. BID will continue to be updated on this project. Joe plans to seek City Council endorsement for the project.

JULY 10th AGENDA: Items for the July 10th meeting will include updates on the River Walk Anchor display, Illinois Avenue bridge banners, Railroad Bridge possible lobby efforts, Elm Street Commons designs and other items to be determined.

Motion to adjourn made by Adam Makowski. Second by Kevin Ricks. Approved.