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

Wednesday, June 20, 2018 at 8:30AM

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

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1. Call to Order
2. Welcome and Introduction of New BID Committee members (attached) — Kelli Trumble
3. Approval of the June 6, 2018 Meeting Minutes (attached)
4. Discussion/Decision Revitalization Blueprint Proposal (attached) — Kevin Ricks/All
5. Discussion – Dells River Arts District & Arts Wisconsin Partnership — Anne Katz
6. Follow-up Duchess Plaza Signage and Planters — Jennifer Dobbs/All
7. Update – July 4th Plans — Jesse DeFosse
8. Items for Next Agenda — All
9. Adjournment

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

Kelli Trumble, Chairperson
Agenda Posted & Distributed: June 15, 2018

Upcoming BID Meetings:

- Wednesday, July 11, 2018 at 8:30am
- Wednesday, July 25, 2018 at 8:30am
- Wednesday, August 8, 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

2018 - 2019 COMMITTEE, BOARD & COMMISSION APPOINTMENTS

BID COMMITTEE
Trumble, Kelli - Chair (16-19)
Ald. DeFosse, Jesse - Vice Chair
Dan Gavinski (16-19)
Adam Makowski (16-19)
Justin Draper (17-20)
Kyler Royston (17-20)
Tara Anchor (17-20)
Kevin Ricks (18-21)
Jackie Morse (18-21)
Mark Sweet (18-21)

BOARD OF APPEALS
Bret Anderson - Chair (16-19)
Jim Pugh (17-20)
Tom Collins (18-21)
Troy Ryan (17-20)
John Van Wie (16-19)
alt #1: Joe Gussel (18-21)

BOARD OF REVIEW
Mayor Wojnicz - Chair
Ald. Terry Marshall
Ald. Brian Holzem
Dar Mor (19)
Brian Landers (19)
Alternate Member- vacant

COMMUNITY DEV. AUTHORITY
Ben Borcher -Chairperson (18-22)
Ald. Jesse DeFosse
Ald. Mike Freel
Lisa Delmore (19)
Shaun Tofson (18-21)
Ted Theiler (19)
Joan Ragan (18-20)

COUNCIL PRESIDENT
Brian Holzem

DELLS-DELTON EMS COMM.
Mayor Wojnicz
Ald. Brian Holzem
Ald. Ben Anderson
Janene Clark- EMS Director

DESIGN REVIEW COMMITTEE
Ald. DeFosse, Jesse - Chair
Ben Borcher (CDA Rep.)
Dan Gavinski (BID Rep.)
Jackie Morse (18-21)
Maria Roscholt (17-19)

FINANCE COMMITTEE
Ald. Brian Holzem - Chair
Mayor Wojnicz
Ald. Mike Freel
Ald. Terry Marshall

LEGISLATIVE COMMITTEE
Ald. Mike Freel - Chair
Mayor Wojnicz
Ald. Ben Anderson
Ald. Brian Holzem

LIBRARY BOARD
Deedon, Glen (18-21)
Ald. Mike Freel
Sara Ketterer-School Rep. (18-21)
Kerri Ryan (17-20)
Dianne Effinger (17-20)
Bill Pettit-Lake Delton Rep. (18-21)
JoAnne Luke-Lake Delton Rep. (17-20)

PARKING BOARD
Ald. Ben Anderson - Chair
Mayor Wojnicz
Ald. Mike Freel
Ald. Ed Fox
David Holzem-PW Director
Jody Ward-Police Chief
VACANT POSITION (14-19)
Keith Koehler (17-22)

PARKS & RECREATION & WATERWAY COMMITTEE
Ald. Jesse DeFosse - Chair
Mike Warnke (16-19)
Tammy Mayer (16-19)
Becky Gussel (17-20)
Joe Eck (17-20)
Joey Van Dinter, LD Rep. (18-21)
Gordon Priegel, LD Rep. (18-21)

PERSONNEL COMMITTEE
Mayor Wojnicz - Chair
Ald. Terry Marshall
Ald. Jesse DeFosse
Ald. Ed Fox

PLAN COMMISSION
Mayor Wojnicz - Chair
Ald. Mike Freel
Pat Gavinski - Fire Chief
Dan Anchor (16-19)
Lisa Delmore (16-19)
Chris Lechnir (17-20)
Phil Helley (18-21)

PUBLIC SAFETY COMMITTEE
Ald. Ed Fox - Chair
Mayor Wojnicz
Ald. Brian Holzem
Ald. Ben Anderson

PUBLIC WORKS
Ald. Jesse DeFosse - Chair
Mayor Wojnicz
Ald. Terry Marshall
Ald. Brian Holzem

SEWAGE COMMISSION
Mayor Wojnicz - Chair
Ald. Ben Anderson
Ald. Terry Marshall
Alt - DPW Director D. Holzem

Ad hoc Tree City Advisory
Ald. DeFosse- Chair
Debbie Kinder
Shirley Tollaksen
Becky Gussel

ITEM 3

BID Committee
June 6, 2018

Attending; Kelli Trumble; charwoman
Justin Draper; BID
Kevin Ricks; BID
Kyler Royston; BID
Dan Gavinski; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Tara Anchor
Adam Makowski
Jenifer Dobbs; WDVCB
Corena Ricks
Lydia Fulwiler
Dakota Juno
Mayor Ed Wojnicz

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve May 16 minutes made by Justin Draper. Second by Kyler Royston. Approved.

Pending final Council action at its next meeting, Tara Anchor, Adam Makowski and Jackie Morse will be new BID Committee members.

SUMMER PLANTINGS AND 2019 PLANTERS:
Justin Draper reported that due to spring storms plantings were later than normal. The only planters not done were small ones located in the 200 block Cafe Zones. The 20 'sand dune' style planters at Duchess Plaza continues to be a problem. Most of those plantings have failed, most likely due to the drainage issue with the planter itself. One suggestion has been to plant flowers instead of perennials or trees. Another suggestion has been that due to the uncertain future of the Duchess Plaza location that the dune style planters be put in storage for this summer season. Vendors at the Farmers Market at the Plaza have mentioned a desire to be able to get their vehicles closer to their location and removing the planters would probably help achieve that.

Inspection of the large round planters, particularly those located on the median of the Wisconsin River bridge, found them to be in deteriorating condition. In light of this finding, Corena and Kevin Ricks reviewed a proposal made last year to construct and install a "Canoe Parade" of planters on the median. The "Canoe Parade" of planters would be whimsical in nature and are inspired by a photo of H.H. Bennett's showing them as a mode of river transportation in the 1800s.
After doing some research, Kevin recommended that the canoes would need to be manufactured. They would make a strong welcoming statement entering downtown, but need to be consistent with a stronger overall theme or master plan to drive all endeavors.
Dan Gavinski made a motion for BID to approve the "Canoes on Parade" concept to allow for development of plans including a budget for consideration. Second by Justin Draper. Adam Makowski noted the need to communicate with the Wisconsin DOT about the canoe design. Their approval will be needed for any final proposal to be implemented. Other City committees such as Public Works will also need to be involved in the process. Motion passed unanimously.

ARTS WISCONSIN / JUNE 20:
In advance of discussion at the June 20 meeting about the Arts Wisconsin program and its potential role in advancing artistic related projects in the Dells River Arts District, the committee was asked to determine topics it would like to see covered at that time. How to structure an overall theme for artistic projects, what types of funding sources could be tapped to finance such projects and looking at grant writing were suggested areas to cover. An

additional suggestion made was how to get the business and general community behind these initiatives.

PUBLIC PLAZAS, LOCATIONS AND BUSINESS PLAN:
Kyler Royston announced that he and his brother will be renting from Eric Helland the building formerly home to The Cheesy Tomato as well as the outdoor plaza area being completed at that location. Pending beer and wine license approval, they expect to open by July 1st. The plaza area will be renamed "Riverfront Green". The Roystons are fully supportive of any entertainment BID would like to stage on July and August weekends. The type of stage and sound system are still being worked on. Interest was also expressed about using some of the empty sand dune planters that are at Duchess Plaza in the "Riverfront Green" Plaza. Kyler is also open to the idea of Joe Leute's large mural being displayed at the Plaza, though concerns remain about the stage restricting full view of the work.
Jenifer Dobbs will put together specific ideas and costs to stage weekends entertainment at this location this summer. The committee will be asked to consider alternative sources to finance that entertainment. Concerns were expressed beyond this summer about the perception of BID funds being directed towards one private enterprise. Funding this year would provide a testing ground for other plaza locations in the future.

It is expected that BID and the City will examine more closely the plaza proposal at Drinker's Dock forwarded by Adam Makowski with support of the other property owners at that location. Ways to connect or market the Riverfront Green Plaza with Drinker's Dock could be considered at some point.
If Duchess Plaza is terminated after this summer, the committee was asked to look at the other end of downtown for future public plaza development. The Trumble family lot and the vacant lot next to the Car Wash were mentioned as possible locations as well as maximizing use of Bowman Park.

WINTER GUINNESS BOOK OF RECORDS:
Kevin Ricks has looked at several possible ideas to attract attention by having the community attempt to break a world record. He will continue to examine these ideas with Jenifer Dobbs for possible participation of Wisconsin Festivals.

AGENDA: JUNE 20 MEETING, JULY 11 MEETING:
A major portion of the June 20th meeting will be taken with discussion on the Arts Wisconsin program. Follow up discussion about finding the perfect business mix, reports on summer plantings and any progress on finding a concept for Guinness records for Winter 2018-19 will be looked at as well. Downtown Dells Committee would like to update BID on activities it is working on for the rest of the year.

Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.

PROPOSAL

ITEM 4

Hi Kelli,

I am excited about the direction we are going with our city. It's no secret I believe we need an encompassing visual of what we'd like downtown to look like. We have gotten several good pieces from the Roger Brooks study and a comprehensive brand from Zebra Dog but they are just pieces. Where do they go? How do they fit with existing elements and ones to come? What **could** our town become? In order for us to be effective and economical in the decisions we make and able to recruit desired businesses, I believe we need to have a visual blueprint (cover art for our puzzle!).

BID and DRC will be the ones who finalize the blueprint. However, we need a starting point. Corena and I have a vision as well as skin in the game! We want as much as anyone to see a transformation of a district where it appears to us as if businesses compete with each other for attention (thus creating advertising clutter) to a united and commanding destination that draws a wider and more affluent audience. We have the right people in BID and DRC that could take a visual concept drawing and tweak it to become the master plan. This plan will help us seek grants, prioritize, recruit, enforce, and inspire.

In the past we have presented visuals for ideas with no thought for reimbursement. We are so excited about moving forward we'd love to continue in that mode but because this project will be much more in depth we can't do it for free without our business suffering. It will be time intensive to communicate effectively what we envision. We would need 10K and two months to produce the visual concept from exit 87 to hwy. 16. Please consider putting this on the agenda for the next meeting. We strongly believe that this is needed in order to productively move forward.

Below is a list of concept art and ideas we would have in the transformation package:

Bird's eye view plan:

Anchors
- Aquarium
- Boutique Hotels
- Box Stores
- Public Market
- Dr. Evermor Collection
- Festival Grounds

Pedestrian Spaces
- Plazas
- Parks
- Trails
- Riverwalk
- Art walk
- Walkways
- Café Zones
- Interactive Zones
- Pedestrian Rest Stops
- Photography Zones

Amphitheater
Parking
Boat Ferrying System
Bike Rental/Trail System

Concept Drawings: (before/after)
Pedestrian Bridge Across River
Gateway Installations
Primary Junctions
Plazas
Evermor Park
Art Installation Ideas

Strategy Lay Out Ideas:
Marketing
Local Engagement
Art Influence
Festivals

Here is a start. If there is anything else you would like to see in the transformation package please let us know.

Thanks,

Kevin Ricks
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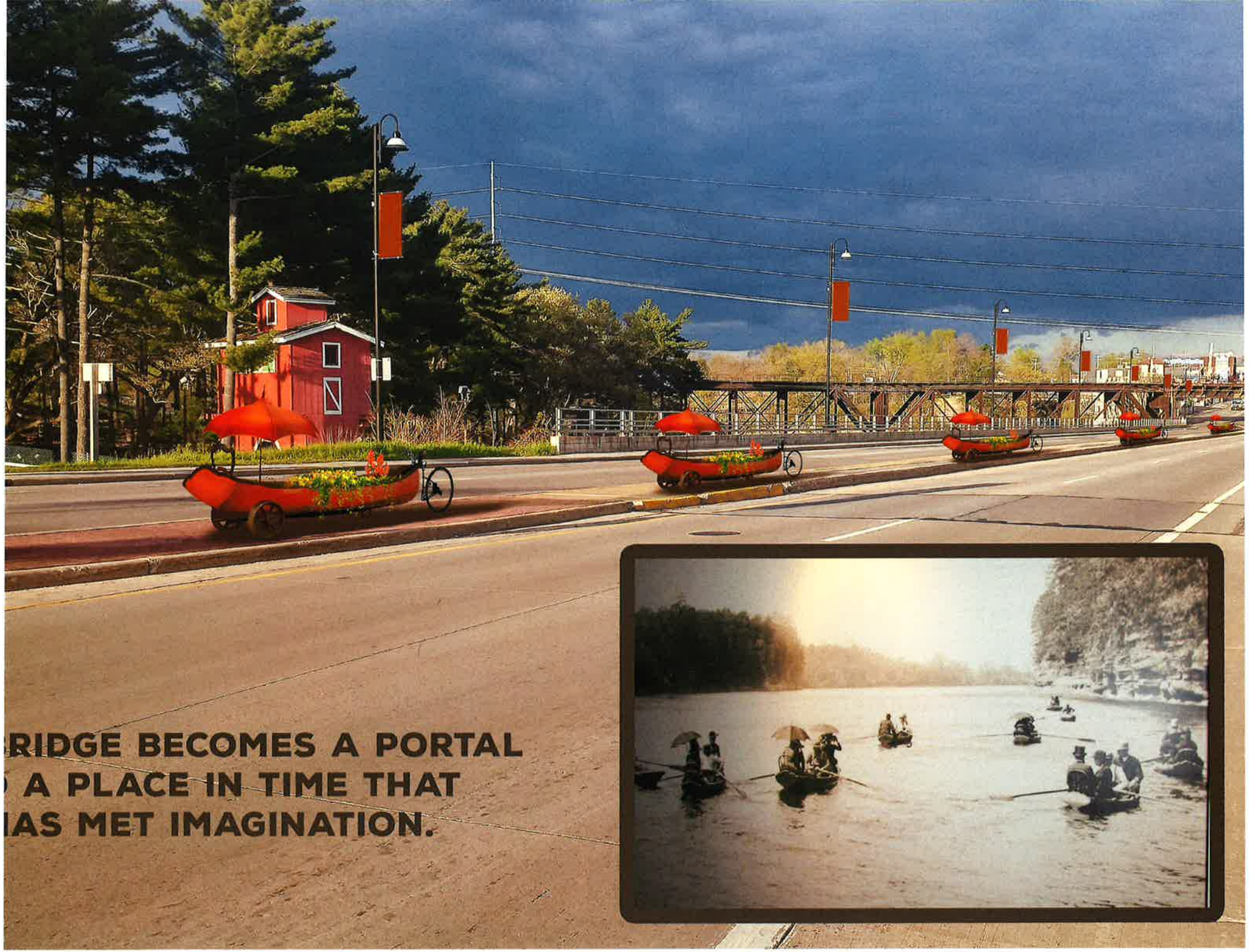
www.conceptattractions.com


RIDGE BECOMES A PORTAL
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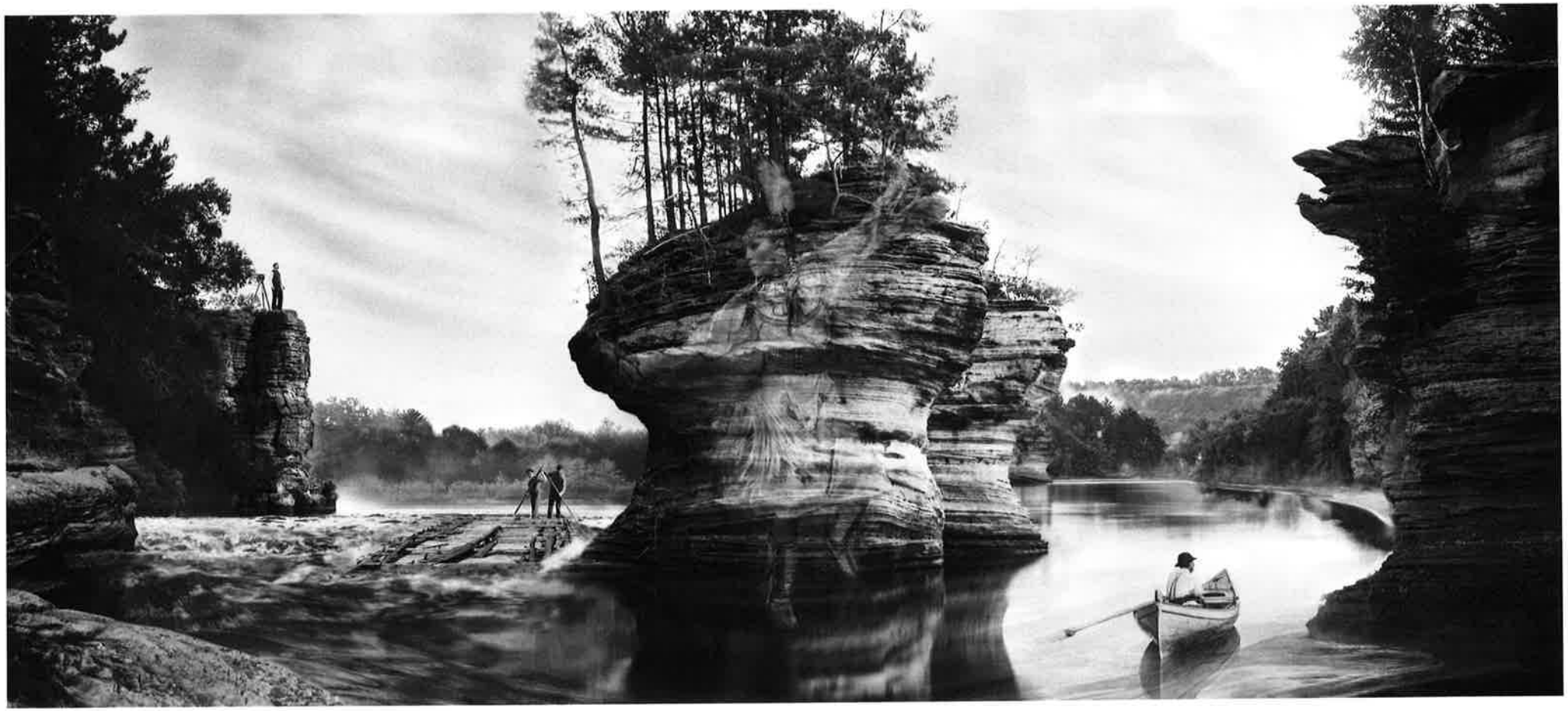
KARAOK
MAMA'S GARAGE IS NOW OPEN
FRIDAY SATURDAY & SUNDAY 6P
BOJO'S MOJO THURSDAY 9PM
FOUNDERS KBS NOW ON TAP
GIDDY UP
CHILI
COOKOFF
SHOW BOAT SALOON
SHOWBOAT
SALOON
SPEED LIMIT 25
GHOST MOLLY'S
SHOWBOAT
BIKE LANE
LaCrosse
Broadway
PUBLIC RESTROOMS