

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

Wednesday, June 3, 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

1. Call to Order
2. Approval of the May 13, 2020 Meeting Minutes
3. River Spotlights
4. Events – Discussion/Decisions
 - a. Summer Entertainment
 - b. July 4th
5. Public Restrooms
6. Riverwalk Anchor
7. Press Releases, Timing – Anchor, Spotlights, We're Open
8. Brite Nights
9. Downtown Banner, Signage, We're Open
10. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: May 29, 2020

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.

FOR IMMEDIATE RELEASE

Media Contact: Tara Anchor, BID Committee Chair (608) 963-0026 tara.riverdistrict@gmail.com

**Wisconsin Dells Downtown Business Group puts Spotlight
on Wisconsin River at Night**

WISCONSIN DELLS, Wis. (May 11, 2020) – In an effort to highlight the beauty of the Wisconsin River even after the sun goes down, the Wisconsin Dells Business Improvement District committee has added a new lighting feature on the Upper Dells near the downtown. Two new custom stadium flood lights have been installed near the main overlook on the Dells Riverwalk. The lights are trained in both directions on the river to illuminate the west shoreline of the river, creating a great view of the wooded, rocky cliffs at night. One light will be positioned to shine downriver to the shoreline across from Dells Boat Tours main landing dock; the other positioned to shine upriver to the riverbank across from River Inn resort. BID Committee chairperson, Tara Anchor said the new flood light installation is a small investment to improve the nighttime experience for visitors strolling along the Riverwalk or shopping downtown at night/ relaxing on the Riverfront Terrace at night.

###