

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

Wednesday, June 5, 2019 at 8:30AM

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

Members: Tara Anchor-Chair, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Justin Draper, Dan Gavinski, Adam Makowski, Jackie Morse, Kevin Ricks, Kyler Royston

1. Call to Order
2. Approval of the May 15, 2019 Meeting Minutes (attached)
3. Introduction of Guests at Meeting
4. Discussion/Decision – Walker Land Lease Agreement (attached)
5. Discussion/Decision on Entertainment Lot Improvements: Jenifer/Tara
 - a. Sign approved
 - b. Development update – layout, electric, improvements
 - c. Estimated budget
 - d. Flowers
 - e. Cleaning/Maintenance update James Karow
6. Update/Discussion - Riverwalk Anchor Project Tara
7. Discussion - Rotary Project/Illinois Avenue Street Banners
8. Update/Discussion – Drinkers Landing Project Adam
9. Update/Discussion - Downtown Lighting Project Adam
10. Update/Discussion – Elm Street Commons Project Kevin
11. Next Meeting Wednesday, June 19, 2019 at 8:30am.
Agenda items to include: July 4th and canoe parade
12. Adjournment

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

Tara Anchor, Chairperson - Agenda Posted & Distributed: May 31, 2019

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
May 15, 2019**

ITEM 2

Attending: Tara Anchor, chairwoman	Mayor Ed Wojnicz
Kevin Ricks; BID	Chris Tollaksen; Public Works
Dan Gavinski; BID	Jenifer Dobbs; WDVCB
Kyler Royston; BID	Mark Brown
Jesse DeFosse; BID	James Fuchsel – La Crosse Sign Group
Mark Sweet; BID	Peter Culver; Dells Events

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve May 1st minutes made by Kyler Royston. Second by Kevin Ricks. Approved.

SUMMER ENTERTAINMENT LOCATION:

The location will not have a designated name. Bob Hufford from Mojo Music has offered to sell a metal stage to BID for \$1,000. The stage measures 24 feet by 16 feet and stands two feet off the ground. The top is carpeted and there is skirting available. The stage is in good condition. Kyler Royston made a motion to approve purchase of the stage. Second by Kevin Ricks. Approved unanimously. Money for the stage will come from undesignated funds in the BID budget.

Price for the post and rail kit sign structure, which would be erected at the entertainment site will be around \$160. Dan Gavinski made a motion to authorize purchase of the 4' x 8' sign structure kit as presented and the artwork to be displayed on the sign. Second by Kevin Ricks. Approved unanimously.

A list of responsibilities for the seasonal cleaning attendant was reviewed. Suggestion was made to have the attendant clean the area either after the nightly performance or early morning. The area should also be checked prior to the start of the performance. Attendant will report directly to the BID chairwoman. Committee recommendation was to set the pay rate for the attendant at \$10 per hour. Final approval for the attendant position job description and pay rate will take place at the next scheduled meeting.

UPDATE: RIVER ANCHOR PROJECT:

Tara Anchor is reaching out to MSA to explore the option of general contracting the job of erecting the vignette.

James Fuschel from LaCrosse Sign Group is interested in putting together a proposal for construction of the display of the anchor and the River Walk entrance vignette. He will check with MSA to get into more specifics and to explore how the base could be mounted to the bridge to prevent any issues with extreme wind conditions.

DRINKERS LANDING PROJECT:

Update will take place at next scheduled meeting.

WISCONSIN DELLS ROTARY CLUB CONTRIBUTION:

THE Wisconsin Dells Rotary has already contributed \$1600 toward downtown revitalization efforts which has not yet been spent. The original intent of the contribution was to purchase

flags featuring the river photos of Joe Leute which would be displayed at the end of the River Walk on the Illinois Avenue bridge. The Rotary Club has indicated it is amenable to other uses of the money as long as the Rotary is acknowledged for its contribution. Tara Anchor will try to determine the cost of making and displaying the flags at the bridge.

UPDATE: JULY 4th FESTIVITIES:

Kiwanis Club would still like to participate despite the issues caused by the road construction project. Jeff Maurer is willing to make room for the Club at his parking lot. Access for the public to the Municipal Lot viewing area is expected to be severely restricted. The Library is available as a safer viewing area for the fireworks.

DOWNTOWN LIGHTING PROJECT:

Update will take place at the next scheduled meeting.

UPDATE: ELM STREET COMMONS AREA:

Kevin Ricks reported that pending approval of an offer and resolution of several existing lease issues, it is hoped that the sale of the Chalet/ Bavarian Village lot will proceed. Mayor Wojnicz said that at the suggestion of the City Council a public meeting would be scheduled for input about the proposed closure of Elm Street next to the Chalet building with the purpose to create a public commons area.

UPDATE: MAYOR WOJNICZ:

The Mayor met with Wisconsin DOT officials seeking their approval of the Canoe Parade plans for the Wisconsin River bridge. The officials rejected the proposal.

Dan Gavinski asked for approval to update the city sign at the stairways leading to the boat dock. Motion made by Jesse DeFosse to authorize improved updates to the sign aforementioned. Second by Kevin Ricks. Approved unanimously.

FUTURE MEETING ITEMS:

Items will include looking at improvements to existing sign at River Walk entrance, discussion of pedestrian walk over Wisconsin River, status update on 2020 Ice Castle, update on entertainment area improvements, updates on Drinkers Landing project, River Anchor project, Downtown Lighting project, and Elm Street Commons area.

Motion to adjourn made by Kevin Ricks. Second by Jesse DeFosse. Approved.

**LAND LEASE AGREEMENT BETWEEN
NORMAN WALKER
AND THE CITY OF WISCONSIN DELLS**

I, **Norman Walker**, agree to lease land to the **City of Wisconsin Dells** for the purpose of displaying a 150 square foot Dells Area Advertising sign.

Term: November 1, 2019 to October 31, 2020 – Lease will automatically renew each year on November 1. Lessee or lessor shall have the right to cancel this agreement upon giving thirty (30) days written notice.

Rent: \$1,800.00 per year – Payable October 31 each year

Location: Lisbon Township, Sec. 15, T16N, R3E, County of Juneau, State of Wisconsin

Other Terms: Lessee shall be responsible for all maintenance of the structure and shall be given reasonable access to the property to maintain the sign.

If at any time the site shall be wholly or partially obscured or its advertising values be diminished or impaired for other reasons, or should the use of the site for advertising purposes be restricted or prohibited by any lawful government authority, or highway relocation, then and in any of these events lessee shall have the right to cancel this agreement upon giving thirty (30) days written notice to lessor.

Sign, rigging, lattice and any other incidental structure placed or erected upon said premises by lessees remains the exclusive property of said lessees and are to be removed by them upon termination of this lease.

IN WITNESS WHEREOF, the parties have hereunto set their hands this _____ day of _____, 2019.

Lessor _____
Norman Walker

Lessee _____
Edward Wojnicz, Mayor