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

Wednesday, March 20, 2019 at 8:30AM

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

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

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1.	Call to Order	
2.	Approval of the March 6, 2019 Meeting Minutes (attached)	
3.	Discussion/Decision - Trumble Lot Details for Summer Entertainment	Jenifer Dobbs
4.	Discussion/Decision - Riverwalk Anchor Project	Jesse/Dan
5.	Discussion/Decision – Downtown Lighting Project	Adam Makowski
6.	Downtown Dells Association Updates & New Projects	Mark Sweet
7.	Discussion/Decision – Fireworks/ DOT 2019 Location & Planning	All
8.	Kilbourn City Live Update	Jesse DeFosse
9.	Items for Next Agenda	All
10.	Adjournment	

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

Kelli Trumble, Chairperson
Agenda Posted & Distributed: March 15, 2019

Upcoming BID Meetings:

- Wednesday, April 3, 2019 at 8:30am
- Wednesday, April 17, 2019 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

BID COMMITTEE
March 6, 2019

Attending: Jesse DeFosse; Vice chairman
Tara Anchor; BID
Dan Gavinski; BID
Kevin Ricks; BID
Jackie Morse; BID
Mark Sweet; BID
Brian Holzem
Jenifer Dobbs; WDVCB
Chris Tollaksen; BID

Meeting called to order by Vice chairman Jesse DeFosse.
Motion to approve February 20 minutes made by Dan Gavinski. Second by Kevin Ricks. Approved.

DOWNTOWN SUMMER ENTERTAINMENT:
Jenifer Dobbs reported that six businesses expressed interest to serve as host locations for this summer's program. The Vue (at River Inn), Riverwalk Pub, San Antonio Restaurant, Riverfront Terrace, Frozen Bear and The Keg were the six locations. Closure of the north side of Elm St. at Broadway has been suggested for five Saturday dates with more significant entertainers planned. Alternative street closure location suggested was the south side of Capital St. at Broadway (near Bowman Park). Discussion on all locations found consensus that the spots need to be visible and Broadway would be preferred. Also mentioned for consideration was the Cafe Zone in front of MACs Macaroni and Cheese and the Great Harvest patio area. An additional location on Broadway that was discussed was the Trumble lot on the 500 block.
Based on discussion, pending availability, the Trumble lot was the preferred location for the special Saturday night events and could also be used for some of the weekday performances. Staging from the Visitors Bureau and tables and chairs from Duchess Plaza could possibly be utilized there. Restroom facilities, garbage containers and possible improvements to electrical would need to be looked at. Responsibility for cleanup will also require further discussion. If the Trumble lot is not available, Elm St. will be looked at again.
For weekday performances, as locations are finalized, Jenifer plans to establish a schedule that will provide consistency each week by assigning specific days of the week for a location. Riverfront Terrace has booked about 90% of their business' music for the summer so available dates are limited. Great Harvest has not been approached directly yet, however one of the buskers who has a very strong following performs there and change to accommodate the entertainment program may not be an improvement on the current situation. Spots off Broadway are less desired due to either visibility from Broadway or location size.

DOWNTOWN DELLS COMMITTEE REPORT:
Spring Wine Walk tickets go on sale March 7th with a sellout expected again. Wine Walk is April 26th. The committee is working on adding a new event on April 27th which is called Five Block Rock. The event is music themed and will take place at participating downtown businesses. Public will be able to see performers walking to each location similar to the Wine Walk. Several small activities will also take place on March 30th in conjunction with Spring Break.

RIVER WALK ENTRANCE:
A new proposed design which included display of the donated boat anchor was made available. It is believed that the Dells Country Historical Society will have a significant amount of funds to help finance the anchor display. Financing of the remainder of the entry way has not been determined. The committee asked to look at the design work for the anchor done by Zebra Dog before looking at the next steps to be taken.

KILBOURN BRIDGE:
A new design which incorporated the River Arts District logo was discussed. Kevin Ricks volunteered to work on the specifications for this design. Pending a bidding process, it was committee consensus to proceed on a gradual basis with the project to see how the finished product looks mounted on a couple of light poles on the bridge. The bidding process will help with making decisions how the project will be financed.

EVERMORE ART COLLECTION:
Kevin Ricks has remained in contact with the Every family about relocating the entire collection near downtown on DNR land on the west side of the Wisconsin River. The family also has at least one other community offer to consider. At present, they are very involved with development of film projects about the collection which would provide a tremendous marketing opportunity for wherever the collection is located. The amount needed to finance the move, restoration work of the art collection and final placement of the sculptures will be considerable. Financing sources have not been identified or pursued.
The Ho-Chunk Nation has been approached by Kevin about exploring the possibility of recreating the Indian Dance Ceremony on a regular basis on the DNR land. That possible action may help gain DNR approval to use the land for a trail system and expansion of the River Walk. The Nation will be holding legislative elections in April. Discussions will have to wait until new leaders are in place. Discussions with DNR have slowed as a new state administration has taken office in Madison. The committee expressed support for the Evermore collection being relocated as discussed, however significant obstacles will not permit the ability to green light the project at this time. Pursuit of a trail system and possible Ho-Chunk participation might be easier to attain. It is hoped that DNR and Ho-Chunk discussions can continue soon. Kevin will communicate the current status with the Every family.

400 BLOCK REVITALIZATION:
A private development project which would revitalize almost the entire 400 block which currently houses The Chalet and Bavarian Village has been in serious discussion. If the sale of the property is finalized, work would begin in the fall with occupancy set for the 2020 season. The developer will be seeking approval to transfer ownership of the City Parking lot next to the Chalet for usage as a free parking area for the new development. The proposal will be on the Parking Board agenda at their March 12 meeting. BID Committee members were encouraged to attend the meeting.
The developer will be asking for approval to close the 700 block of Elm St. permanently from Broadway to the first alley. The closure would allow for development of a public plaza area which was first presented to BID as part of the River Arts District Master Plan. The Plaza would not be part of the private development. If the street closure is approved by the City Council, discussions would need to determine who would be responsible to oversee the development of the Plaza and how it would be financed.

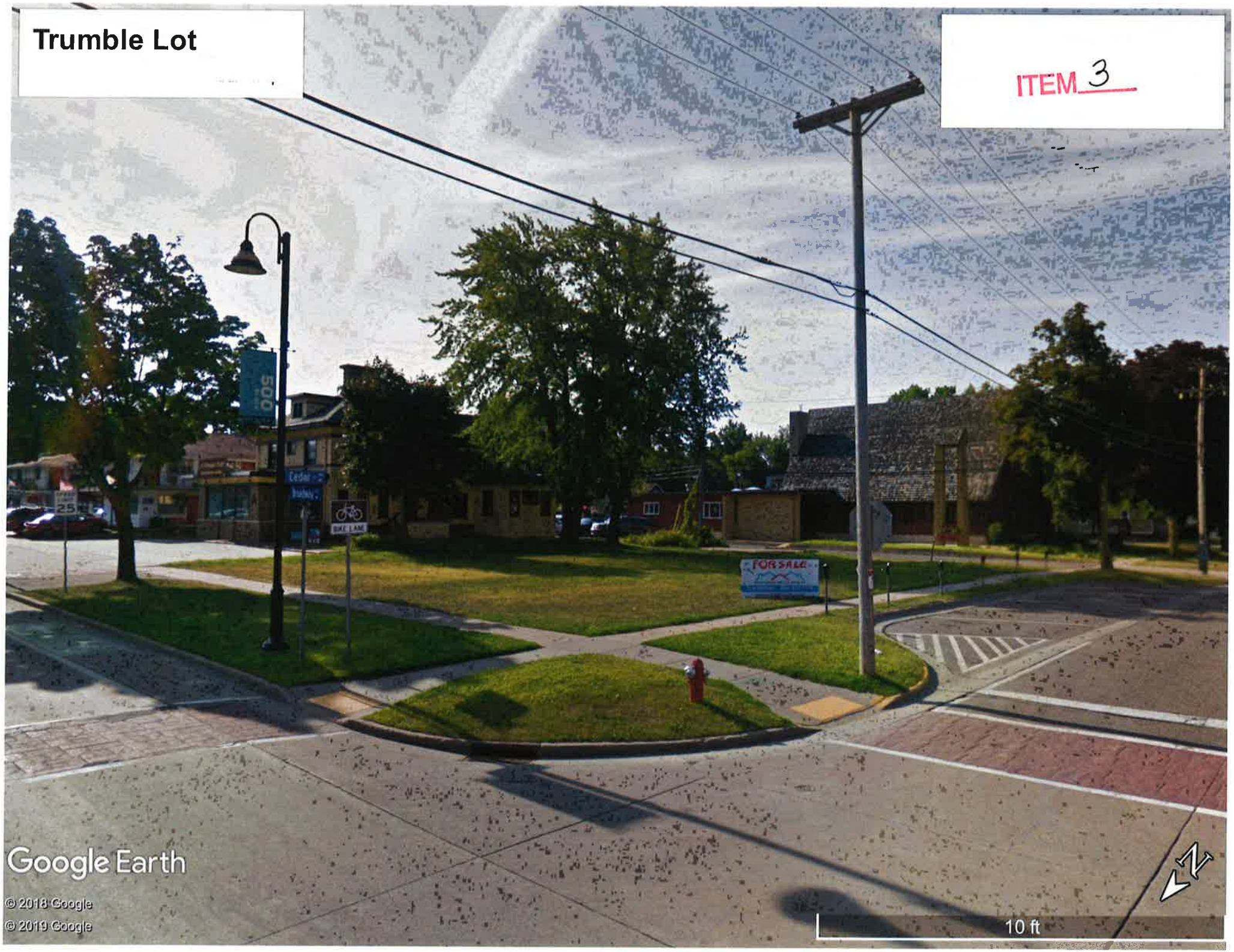
DOWNTOWN LIGHTING PROJECT:
Significant discussion was tabled for a future meeting. The contractor who made a presentation of lighting fixtures last week will be preparing a bid for lighting the railroad bridge and buildings on one block of Broadway. It was recommended additional bids for the project be sought.

AGENDA: MARCH 20 MEETING: Most items from this meeting will be on the next agenda.

Motion to adjourn made by Kevin Ricks. Second by Dan Gavinski. Approved.

Trumble Lot

ITEM 3



502 502 State Hwy 13
SPEED LIMIT 25
FOR SALE

ITEM 4

To Whom It May Concern:

Hello! My name is Justin Draper and I'm reaching out as a member of the Wisconsin Dells Business Improvement District. We're looking for a company to help us create some signage/concrete work at the entrance of the Wisconsin Dells Riverwalk. Currently, there is only one "Riverwalk" entrance arch, so we are looking to add two more arches as well as signage to the left of the entrance arch and a concrete anchor design detailed in the attachment to this email. There is also a picture attached that should give you an idea of what we're looking for.

Would you have any interest in putting in a bid for this project? How much of this work do you feel you could complete? Please feel free to reach out with any questions regarding this project.

Thanks,
Justin

Riverwalk Entrance With Anchor:

https://drive.google.com/file/d/1kPjyydqjyBc23b3Izsfxa8M5tvQVkQDp/view