

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

Wednesday, March 21, 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. Approval of the March 7, 2018 Meeting Minutes (attached)
3. Introduction of Carissa Peterson, Wis. Dells Kiwanis (attached)
4. Review BID Revenue & Expense Report for 2017 (attached) Karen Terry, Treas.
5. Presentation Legion M Forevermore TV Series Kevin Ricks
6. Discussion – Ice Castle Festival Jenifer Dobbs
7. Discussion – Duchess Plaza Cleaning (attached) All
8. Discussion – Public Plazas – Drinker Lot Area Location Adam Makowski
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 16, 2018

## Upcoming BID Meetings:

- Wednesday, April 4, 2018 at 8:30am
- Wednesday, April 18, 2018 at 8:30am
- Wednesday, May 2, 2018 at 8:30am

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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  
March 7, 2018**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Dan Gavinski; BID</b>	<b>Phil Helley</b>
<b>Jesse DeFosse; BID</b>	<b>Adam Makowski</b>
<b>Kyler Royston; BID</b>	<b>Tara Anchor</b>
<b>Chris Tollaksen; Public Works</b>	<b>Jim Decker</b>
<b>Hannah Kirby; Dells Events</b>	

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion to approve February 21 minutes made by Kyler Royston. Second by Mark Sweet.**

**Approved.**

**DUCHESS PLAZA PROGRAMMING:** Jenifer Dobbs presented a schedule for the summer night time entertainment at Duchess Plaza. The schedule has performances every night beginning June 15 from 7-10pm. BID has budgeted \$22,000 for the entertainment program, however this schedule which is similar to what was done in 2016, would cost @ \$28,000.

**Suggestions to cover the \$6,000 difference were to hold a fundraising event at the Plaza, solicitation of businesses, involvement of the Downtown Dells Committee and looking at other areas of the BID budget.**

**Suggestions were made to look at any and all ways to increase programmed use of the Plaza during daytime hours. Ideas included culinary demonstrations, meet and greet entertainers, storytelling / book signings, food truck festival, all day music festival, local artists, lavender farmer workshops, wood carving, artist demonstrations, sword swallow, and church bands. An additional suggestion made was to look at profit making ventures such as painting parties at the Plaza.**

**Jenifer noted there will be fewer busker locations due to the work being done at Eddy Street. One idea proposed was to have buskers set up next to each other at Duchess Plaza, as is done in other high traffic tourist areas.**

**Jesse DeFosse moved to approve the entertainment schedule as presented with the extra funding coming from solicitation of sources outside of the BID budget. Second by Dan Gavinski. Approved unanimously. Potential contributors may contact Jenifer at the Visitor Bureau office.**

**PUBLIC PLAZAS:** Discussion continued on suggestions of alternate public plaza locations. Suggestions included the parking lot next to the Riverwalk Hotel, private owned lot at the corner of Cedar and Broadway, private owned paved area which was former location of the Riverfront Shops, private owned property which runs parallel to the River Walk, the Glockenspiel Plaza next to the Chalet, and private property just east of the Duchess Plaza. Contact will be made prior to the next meeting with several of the private parties mentioned in the course of this discussion.

**WINE WALK UPDATE:** Mark Sweet reported that all 600 tickets for the April 27th event sold out in 11 minutes. 22 businesses will be participating. Discussion centered on how the Wine Walk might grow to better meet the obvious demand for tickets and how to address some of the issues that such expansion would create, such as hors d'ouerves expenses born by the businesses and room in some locations to comfortably accommodate the guests. These and other issues will be considered by the Downtown Dells Committee at its regular meetings.

**Mark also reported that the Downtown Dells Committee has received a tremendous reaction from the downtown merchants who plan to participate in Easter/ Spring Break activities taking place March 29 -31. 26 businesses overall will be involved with a Scavenger Hunt, Coupon program and Candy Parade.**

**JULY 4th FESTIVITIES: Jesse DeFosse is still awaiting more specific details on a new initiative that would replace having a band or other performer prior to the fireworks. The program will be discussed in full when that information becomes available.**

**DIGITAL WAY FINDING PROGRAM: The physical Way Finding program, prepared by Zebra Dog, was presented for initial consideration by the Parking Board on March 5th. At this time, no action was taken by the Parking Board and none is anticipated being taken in 2018. As the Digital Way Finding program is intended to supplement the physical program, Kelli Trumble recommended tabling discussion on this topic for the time being.**

**AGENDA. MARCH 21 MEETING: Items will include BID 2018 financial update, presentation on Forevertron TV series, 4th of July festivities update, public plaza discussion, and Ice Castle update.**

**Motion to adjourn made by Kyler Royston. Second by Mark Sweet. Approved.**

Carissa Peterson <cpeterson@eastersealswisconsin.com>

Yesterday, 11:25 AM

Kelli Trumble;

J Defosse;

kyler@justagamefieldhouse.com;

Cyndi Hemmer <chemmer@eastersealswisconsin.com>

Inbox

You replied on 3/15/2018 2:12 PM.

Hello!

I am writing to you on behalf of the Wisconsin Dells Kiwanis – we are planning our spring through October months, and wanted to touch base to see how we could be helping out in town with events throughout the year. We have had a stand at the 4<sup>th</sup> of July event downtown in the past, and are looking to update to suit your needs. While the 4<sup>th</sup> of July seems far away, the lives of Cyndi Hemmer, our Kiwanis president, and myself pick up pretty quickly in May once our summer camp seasons begin and would like to get planning early. ☺ We may be able to sell adult beverages if needed, but again, would need time to get things in order.

Are there other ways that we can be involved? Someone had mentioned at a meeting that you may be looking to sell concessions at the Plaza? Is there a need for assistance in finding entertainment? Do you need people to help out on a committee for an event? Please let us know if there are ways we can be working with you to boost your events, while we are able to get the word out the great things that Kiwanis does for our community.

I appreciate your time and hope all is well.

Carissa

Carissa Peterson, CTRS  
Director, Camp & Respite Services  
Easter Seals Wisconsin  
[www.eastersealswisconsin.com](http://www.eastersealswisconsin.com)

**Business Improvement District  
Revenue & Expense Report - DETAILED  
As of December 31, 2017**

**ITEM 4**

<u>FUND 21</u>	<u>2017 BUDGET</u>	<u>2017 YTD</u>	<u>% of BUDGET</u>	<u>BUDGET BALANCE</u>
<b>BID REVENUE</b>				
<i>2017 BID Assessments</i>	\$294,857.00	\$294,233.80	99.79%	(\$623.20)
<b>4270-210 BID ASSESSMENT REVENUE</b>	<b>\$294,857.00</b>	<b>\$294,233.80</b>	<b>99.79%</b>	<b>(\$623.20)</b>
<i>Farmer's Market Revenue</i>	\$0.00	\$6,125.00	0.00%	\$6,125.00
<b>4800-210 MISCELLANEOUS REVENUE</b>	<b>\$0.00</b>	<b>\$6,125.00</b>	<b>0.00%</b>	<b>\$6,125.00</b>
<i>Miscellaneous Revenue - Rotary Club Donation</i>	\$0.00	\$1,619.00	0.00%	\$1,619.00
<b>4800-210 MISCELLANEOUS REVENUE</b>	<b>\$0.00</b>	<b>\$1,619.00</b>	<b>0.00%</b>	<b>\$1,619.00</b>
<i>Interest From Operating Bank Account</i>	\$240.00	\$131.62	54.84%	(\$108.38)
<b>4812-210 INTEREST ON INVESTMENTS</b>	<b>\$240.00</b>	<b>\$131.62</b>	<b>54.84%</b>	<b>(\$108.38)</b>
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$15,000.00	100.00%	\$0.00
<i>Transfer for Riverwalk Vignettes</i>	\$76,259.00	\$76,259.00	100.00%	\$0.00
<b>4920-210 TRANSFER FROM SURPLUS</b>	<b>\$91,259.00</b>	<b>\$91,259.00</b>	<b>100.00%</b>	<b>\$0.00</b>
<b>TOTAL BID REVENUE</b>	<b>\$386,356.00</b>	<b>\$393,368.42</b>	<b>101.82%</b>	<b>\$7,012.42</b>
<b>BID OPERATING EXPENSES</b>				
<i>Downtown Seasonal Clean-up</i>	\$2,574.00	\$2,574.00	100.00%	\$0.00
<i>Paid Intern</i>	\$0.00	\$0.00	#DIV/0!	\$0.00
<b>5620-210-1000 SALARIES</b>	<b>\$2,574.00</b>	<b>\$2,574.00</b>	<b>#DIV/0!</b>	<b>\$0.00</b>
<i>Foresite Software - Web Domain/City Site</i>	\$250.00	\$112.67	45.07%	\$137.33
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$436.10	87.22%	\$63.90
<b>5620-210-2000 OPERATING SUPPLIES</b>	<b>\$750.00</b>	<b>\$548.77</b>	<b>\$1.32</b>	<b>\$201.23</b>
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$1,300.00	100.00%	\$0.00
<i>Attorney Fees - Hasler</i>	\$5,000.00	\$5,000.04	100.00%	(\$0.04)
<b>5620-210-2001 LEGAL &amp; AUDIT FEES</b>	<b>\$6,300.00</b>	<b>\$6,300.04</b>	<b>\$2.00</b>	<b>(\$0.04)</b>
<i>Riverwalk Lights</i>	\$2,000.00	\$1,991.22	99.56%	\$8.78
<b>5620-210-2200 UTILITY EXPENSE</b>	<b>\$2,000.00</b>	<b>\$1,991.22</b>	<b>99.56%</b>	<b>\$8.78</b>
<i>Downtown Entertainment - Performers</i>	\$22,000.00	\$22,000.00	100.00%	\$0.00
<i>July 4th Celebration</i>	\$3,500.00	\$4,237.00	121.06%	(\$737.00)
<b>5620-210-2220 FESTIVALS &amp; ENTERTAINMENT</b>	<b>\$25,500.00</b>	<b>\$26,237.00</b>	<b>102.89%</b>	<b>(\$737.00)</b>
<b>Advertisements</b>				
<i>Ad-Lit Front Desk Check in Packet</i>	\$2,500.00	\$2,500.00	100.00%	\$0.00
<i>Ad-Lit Travel Guide</i>	\$11,500.00	\$11,500.00	100.00%	\$0.00
<b>Billboards</b>				
<i>Highway 16 Sign - Repair &amp; Maintenance</i>	\$2,000.00	\$2,000.00	100.00%	\$0.00
<i>Interstate Signs</i>	\$5,700.00	\$5,700.00	100.00%	\$0.00
<i>Lake Delton Sign (Corner)</i>	\$6,000.00	\$6,000.00	100.00%	\$0.00
<i>Hwy 12 &amp; Hwy 13 (Contract Up March 2019)</i>	\$11,500.00	\$11,500.00	100.00%	\$0.00
<b>5620-210-2230 ADVERTISING &amp; BILLBOARDS</b>	<b>\$39,200.00</b>	<b>\$39,200.00</b>	<b>100.00%</b>	<b>\$0.00</b>
<i>Woodside Way - Year 4 of 10</i>	\$85,000.00	\$85,000.00	100.00%	\$0.00
<b>5620-210-2240 DEVELOPMENT AGREEMENT</b>	<b>\$85,000.00</b>	<b>\$85,000.00</b>	<b>100.00%</b>	<b>\$0.00</b>

**Business Improvement District  
Revenue & Expense Report - DETAILED  
As of December 31, 2017**

<u>FUND 21</u>	<u>2017 BUDGET</u>	<u>2017 YTD</u>	<u>% of BUDGET</u>	<u>BUDGET BALANCE</u>
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$9,144.00	100.00%	\$0.00
<i>DUKW - Wizard Quest Restroom</i>	\$15,700.00	\$15,544.80	99.01%	\$155.20
<b>5620-210-2250 PUBLIC RESTROOMS</b>	<b>\$24,844.00</b>	<b>\$24,688.80</b>	<b>99.38%</b>	<b>\$155.20</b>
<i>Bridge Flag Maintenance</i>	\$3,500.00	\$1,836.45	52.47%	\$1,663.55
<i>Flowers - Thompson's Full Bloom</i>				
<i>Spring/Summer Flowers</i>	\$17,690.00	\$17,390.00	98.30%	\$300.00
<i>Spring/Summer Maintenance</i>	\$13,880.00	\$13,976.13	100.69%	(\$96.13)
<i>Fall Flowers</i>	\$4,760.00		0.00%	\$4,760.00
<i>Winter Flowers</i>	\$4,135.00	\$1,725.00	41.72%	\$2,410.00
<i>Flowers - Country Bumpkin</i>				
<i>Autumn Street Decorations</i>	\$4,023.00	\$4,023.00	100.00%	\$0.00
<i>Oak Street - Autumn Décor</i>	\$1,512.00	\$1,512.00	100.00%	\$0.00
<i>Duchess Plaza - Autumn Décor</i>	\$688.00	\$688.00	0.00%	\$0.00
<b>5620-210-2700 MAINT. /REPAIR</b>	<b>\$50,188.00</b>	<b>\$41,150.58</b>	<b>81.99%</b>	<b>\$9,037.42</b>
<b>TOTAL BID OPERATING</b>	<b>\$236,356.00</b>	<b>\$227,690.41</b>	<b>96.33%</b>	<b>\$8,665.59</b>
<b>BID ECONOMIC DEVELOPMENT</b>				
<i>Riverwalk Vignettes</i>	\$150,000.00	\$77,115.50	51.41%	\$72,884.50
<b>5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$150,000.00</b>	<b>\$77,115.50</b>	<b>51.41%</b>	<b>\$72,884.50</b>
<i>Farmer's Market Expenses</i>	\$0.00	\$2,446.38	#DIV/0!	(\$2,446.38)
<b>5660-210-2000 FARMERS MARKET</b>	<b>\$0.00</b>	<b>\$2,446.38</b>	<b>#DIV/0!</b>	<b>(\$2,446.38)</b>
<b>TOTAL EXPENSES</b>	<b>\$386,356.00</b>	<b>\$307,252.29</b>	<b>79.53%</b>	<b>\$79,103.71</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>\$0.00</b>	<b>\$86,116.13</b>		<b>\$86,116.13</b>
	Transfer to Farmers Market	\$3,678.62		
		\$82,437.51		
		<u>Ending Balance</u>		
	<b>Undesignated Surplus:</b>	\$34,226.22		
	<b>Designated Surplus - Developer Incentive:</b>	\$64,127.35		
	<b>Designated Surplus Farmers Market:</b>	\$4,102.52		

CITY OF WISCONSIN DELLS  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: DECEMBER 31ST, 2017

21 -BID FUND

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>BID</u>					
4270-210 BID ASSESSMENT REVENUE	294,807.00	0.00	294,233.80	99.81	573.20
4690-210 FARMER'S MARKET REVENUE	0.00	0.00	6,125.00	0.00 (	6,125.00)
4800-210 MISCELLANEOUS REVENUE	0.00	0.00	1,619.00	0.00 (	1,619.00)
4812-210 INTEREST ON INVESTMENTS	240.00	5.20	131.62	54.84	108.38
4920-210 TRANSFER IN	<u>91,259.00</u>	<u>91,259.00</u>	<u>91,259.00</u>	<u>100.00</u>	<u>0.00</u>
TOTAL BID	386,306.00	91,264.20	393,368.42	101.83 (	7,062.42)
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TOTAL REVENUES	386,306.00	91,264.20	393,368.42	101.83 (	7,062.42)

21 -BID FUND  
 BID

EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>BID OPERATING</u>					
5620-210-1000 SALARIES	2,574.00	0.00	2,574.00	100.00	0.00
5620-210-1700 FICA	0.00	0.00	0.00	0.00	0.00
5620-210-2000 OPERATING EXPENSE	750.00	4.49	548.77	73.17	201.23
5620-210-2001 LEGAL & AUDIT FEES	6,300.00	833.34	6,300.04	100.00	( 0.04)
5620-210-2200 UTILITY EXPENSE	2,000.00	234.33	1,991.22	99.56	8.78
5620-210-2220 FESTIVALS & ENTERTAINMENT	25,500.00	22,000.00	26,237.00	102.89	( 737.00)
5620-210-2230 ADVERTISING & BILLBOARDS	39,150.00	7,750.00	39,200.00	100.13	( 50.00)
5620-210-2240 DEVELOPMENT AGREEMENT	85,000.00	0.00	85,000.00	100.00	0.00
5620-210-2250 PUBLIC RESTROOMS	24,844.00	0.00	24,688.80	99.38	155.20
5620-210-2700 MAINT. /REPAIR	50,188.00	1,911.13	41,150.58	81.99	9,037.42
TOTAL BID OPERATING	236,306.00	32,733.29	227,690.41	96.35	8,615.59
<u>BID ECONOMIC DEVELOPMENT</u>					
5650-210-2000 ECONOMIC DEVELOPMENT EXPEN	150,000.00	0.00	77,115.50	51.41	72,884.50
TOTAL BID ECONOMIC DEVELOPMENT	150,000.00	0.00	77,115.50	51.41	72,884.50
<u>BID FARMER'S MARKET</u>					
5660-210-2000 FARMER'S MARKET EXPENSES	0.00	0.00	2,446.38	0.00	( 2,446.38)
TOTAL BID FARMER'S MARKET	0.00	0.00	2,446.38	0.00	( 2,446.38)
<u>BID OUTLAY</u>					
5720-210-8200 BID OUTLAY	0.00	0.00	0.00	0.00	0.00
5720-210-8210 RIVERWALK OUTLAY	0.00	0.00	0.00	0.00	0.00
TOTAL BID OUTLAY	0.00	0.00	0.00	0.00	0.00
TOTAL BID	386,306.00	32,733.29	307,252.29	79.54	79,053.71
TOTAL EXPENDITURES	386,306.00	32,733.29	307,252.29	79.54	79,053.71
REVENUES OVER/(UNDER) EXPENDITURES	0.00	58,530.91	86,116.13	(	86,116.13)

\*\*\* END OF REPORT \*\*\*

## BALANCE SHEET

AS OF: FEBRUARY 28TH, 2018

21 -BID FUND

ACCOUNT#	TITLE		
<b>ASSETS</b>			
=====			
111000	CASH-BID MONEY MARKET	422,497.30	
121000	TAXES RECEIVABLE	0.00	
126210	SPEC ASSESSMENTS BID	0.00	
142000	ACCOUNTS RECEIVABLE-MISC.	0.00	
145000	DUE FROM GENERAL FUND	<u>0.00</u>	
			<u>422,497.30</u>
TOTAL ASSETS			<u>422,497.30</u>
<b>LIABILITIES</b>			
=====			
214100	FEDERAL WITHHOLDING	0.00	
214200	STATE WITHHOLDING	0.00	
214300	FICA WITHHOLDING	0.00	
232000	VOUCHERS PAYABLE	0.00	
233000	DUE TO GENERAL FUND	0.00	
233001	DUE TO GENERAL FD (PAYROLL)	0.00	
233200	DUE TO WATER UTILITY	0.00	
233300	DUE TO SEWER UTILITY	0.00	
233900	DUE TO ELECTRIC UTILITY	0.00	
242100	SALES TAX LIABILITY	0.00	
261000	DEFERRED TAX ROLL REVENUE	<u>0.00</u>	
TOTAL LIABILITIES			<u>0.00</u>
<b>EQUITY</b>			
=====			
380000	UNDESIGNATED SURPLUS/DEFICIT	34,226.22	
382000	DESIG.SURPLUS-ECON DEVELOPMENT	64,127.35	
382100	DESIG.SURPLUS-FARMERS MARKET	<u>4,102.52</u>	
TOTAL BEGINNING EQUITY		102,456.09	
TOTAL REVENUE		327,396.65	
TOTAL EXPENSES		<u>7,355.44</u>	
TOTAL REVENUE OVER/(UNDER) EXPENSES		320,041.21	
TOTAL EQUITY & REV. OVER/(UNDER) EXP.			<u>422,497.30</u>
TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.			<u>422,497.30</u>
=====			

**Seasonal Cleaning for Duchess Plaza  
City of Wisconsin Dells  
Business Improvement District (BID)**

Purpose:

This represents a partnership between the City of Wisconsin Dells, Business Improvement District Committee and private-sector business Cheesecake Heaven. The purpose is to maintain a positive image of cleanliness of the Duchess Plaza.

Season Defined As:

Last week of March through Sunday, October 28, 2018 (dates coordinate with operational dates of Cheesecake Heaven).

Expectations:

- Minimum of 2 daily cleanings Friday, March 30 thru Thursday, May 24, 2018; and, Monday, September 17 thru Sunday, October 28, 2018.
- Minimum of 3 daily cleanings Friday, May 25 (Memorial Day Weekend) thru Sunday, September 16 (Wo-Zha-Wa Day Weekend), 2018.
- Spot cleaning, based on business levels, is expected between scheduled cleanings March thru October.
- Morning cleaning should be completed by 9:30 am daily.
- End of day cleaning will be complete by 6pm prior to Memorial Day and after Labor Day; by 10 pm Memorial Day thru Labor Day weekends.

Responsibilities:

Cheesecake Heaven will be responsible for daily cleaning duties which shall include, and is not limited to, the following:

- Sweeping plaza, curbs and sidewalks and removal of debris and leaves.
- Planters free of trash, tobacco products and debris.
- Duchess boat free of trash, tobacco products and debris.
- Benches, chairs, tables cleaned including gum, candy and other.
- Chairs upright at all times; organized neatly around tables (plaza furnishings map attached).
- Umbrellas maintained for cleanliness.
- Umbrellas opened by 9:30 am; closed by 10 pm; as well as pre- and post- inclement weather.
- Empty trash containers.
- Clean exterior lids and sides of trash containers.
- Remove trash and debris in tree grates.