BID Committee
March 21, 2018

Attending: Kelli Trumble; chairwoman
Kevin Ricks; BID
Justin Draper; BID
Jesse DeFosse; BID
Kyler Royston; BID
Mark Sweet; BID
Karen Terry; City Treasurer
Chris Tollaksen; Public Works
Hannah Kirby; Dells Events
Adam Makowski
David Makowski
Rich Makowski
Eric Helland
Jenifer Dobbs; WDVCB
Brian Holzem
Jim Decker
Tara Arnold
Carissa Peterson
Eric Figi
Fiorella Neira

Meeting called to order by Chairwoman Kelli Trumble.
Motion made by Jesse DeFosse to approve March 7th minutes. Second by Kevin Ricks. Approved.

WISCONSIN DELLS KIWANIS:
Carissa Peterson spoke on behalf of the Wisconsin Dells Kiwanis expressing interest of the Kiwanis in participating in both special events and the Duchess Plaza.

BID REVENUE & EXPENSE REPORT:
Karen Terry reviewed the final 2017 budget numbers and 2018 to date numbers. in general, Karen reported that everything is within the budget projections for 2017 and to date in 2018.

EVERMORE TV SERIES PRESENTATION:
Eric Figi, co-producer of a proposed TV series featuring the Dr. Evermore sculpture collection spoke about this project. They are now working with a production company, Legion M., and are seeking an interested streaming service such as Netflix to commit so production could begin. The outline of the series would focus on the adventures two orphaned teenagers encounter in the Evermore world soon after they come to live with their aunt, Dr. Catherine Evermore. As a marketing tool the TV series would be a tremendous opportunity to promote the Evermore collection. Kevin Ricks again emphasized that the family would like to see the collection move to Wisconsin Dells, however other communities continue to be interested. Kevin is continuing to assemble financial numbers to move and prepare the sculptures for proper exhibition. Eric Helland emphasized the significant impact the collection could have on the downtown noting that the time to take action is now here.

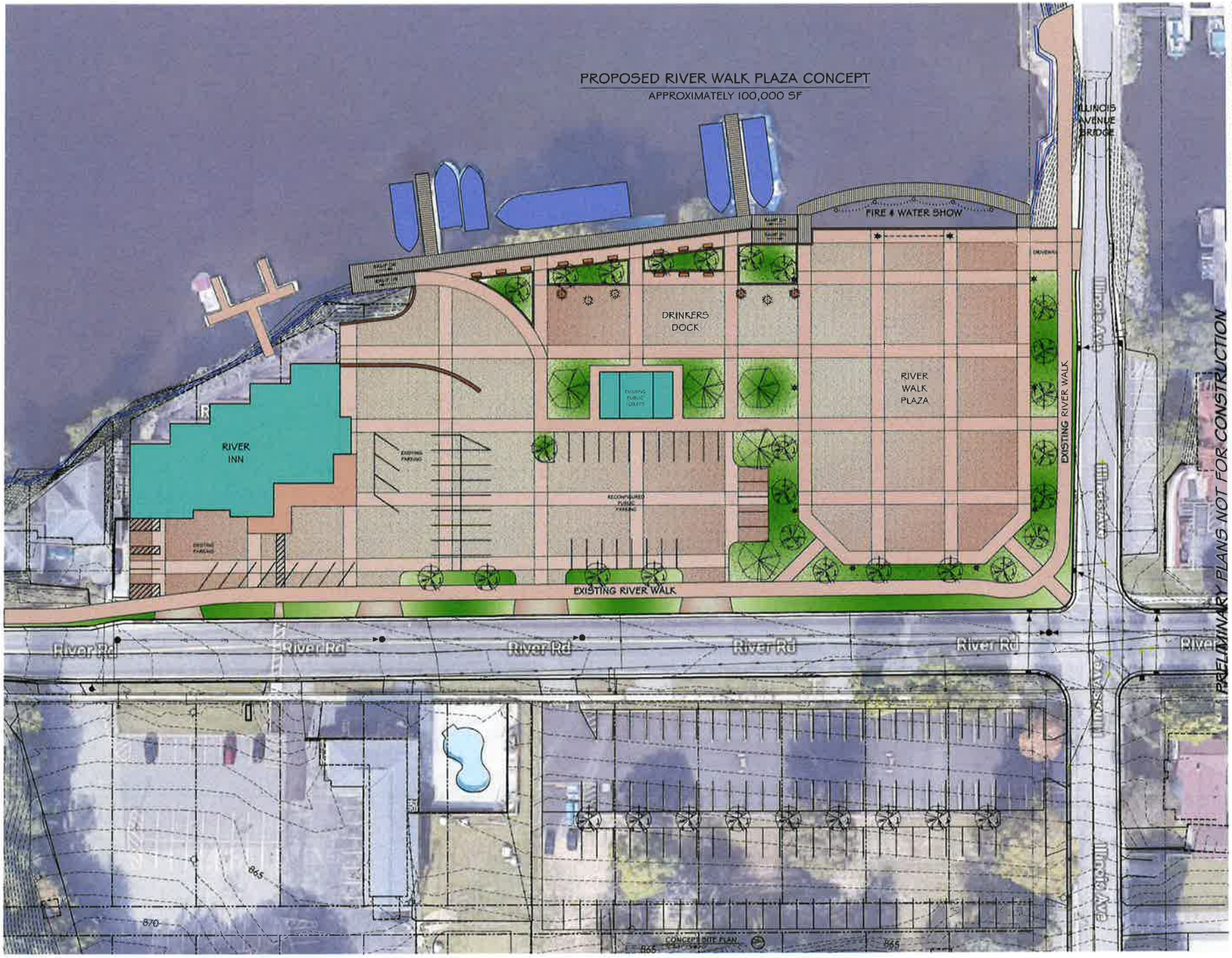
ICE CASTLE:
Both Jenifer Dobbs and Adam Makowski have been in contact with the ice castle construction company. Concerns on their part are that there be enough employees for construction. They need about 1 acre of land and a flat surface. The preferred site on Finnegan Avenue has some slope. Dan Gavinski suggested the empty lot next to the Timber Falls Miniature Golf Course as an alternate site. Riverview owns the property and Eric Helland felt it would be no problem to grade and level the site. Trolley service would need to be arranged to cross the bridge for parking. Eric will report about water accessability at that location. Jenifer and Adam will update the ice castle company about the sites.

DUCHESS PLAZA CLEANING:
Cheesecake Heaven management will take on the cleaning responsibilities of Duchess Plaza according to a proposed contract presented to the committee. The contract stipulates two daily cleanings from March 30 - May 24 and three daily cleanings from May 25 (Memorial Day weekend) thru WoZhaWa weekend (September 14-16). The spring cleaning schedule of two cleanings would follow WoZhaWa until October 28 when Cheesecake Heaven closes for the season. BID budgeted $3000 in 2018 for Plaza cleaning.
Kevin Ricks moved to adopt the agreement defining the Duchess Plaza cleaning responsibilities with Cheesecake Heaven as presented. Second by Jesse DeFosse. Approved.

PUBLIC PLAZA... DRINKER'S LOT AREA
Adam Makowski made a presentation recommending the use of the Drinker's Lot next to the River Inn as a public plaza. Adam felt there was adequate space to incorporate many of the elements Roger Brooks advocated be part of a public plaza. This location could help increase the use of the new Phase 3 of the River Walk. It is a prime location for seeing the Upper Dells especially at sunset. The presentation suggested creation of a nightly Fire and Water exhibition by the river which could become a key to bringing people to this location. It is sizeable enough to stage events and festivals as well as regular summer entertainment.
All three property owners at this location support this plaza concept.
Kelli Trumble noted that additional plaza proposals will be coming before the committee. The Brooks Study spoke to multiple plaza locations in the downtown area.

AGENDA: APRIL 4 MEETING:
Items for the next agenda will include the Evermore Art Park update, Ice Castle update, 4th of July Celebration, and possibly a presentation by Eric Helland on use of the former Riverfront Shops location as a public plaza.

Justin Draper made a motion for adjournment. Second by Kyler Royston. Approved.



PRELIMINARY PLANS NOT FOR CONSTRUCTION

ADCI Architectural Design Consultants, Inc.
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Lake Delton, WI 53940
Phone: (608) 254-6181 Fax: (608) 254-2139

RIVER WALK PLAZA

CONCEPT SITE PLAN

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