

Wis. Dells Business Improvement District (BID) Committee

Meeting Agenda

Wednesday, March 4, 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, Kyler Royston, vacant seat

1. Call to Order
2. Approval of the February 19, 2020 Meeting Minutes
3. Discussion/Approval WDVCB Partnership Update
 - a. July 4th
 - b. Summer Entertainment
 - c. Other
4. Discussion/Approval – Lighting the River Downtown
5. Discussion/Update – Anchor Project
 - a. 5-6 weeks to complete; mid-April
 - b. Press Release/Publicity Ideas
6. Discussion – Brite Nites
 - a. April 1 meeting
 - b. Questions from Dean
 - c. Budget
7. Other items for referral to next meeting
8. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: February 28, 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.

**BID Committee Meeting Minutes
February 19, 2020**

Attending: Tara Anchor; chairperson
Kevin Ricks; BID
Justin Draper; BID
Jesse DeFosse; BID
Dan Gavinski; BID
Adam Makowski; BID
Kyler Royston; BID
Mark Sweet; BID

Debbie Kinder
Jenifer Dobbs; WDVCB
Brianna Faber; WDVCB
Carissa Peterson
Mayor Ed Wojnicz
Chris Tollaksen; Public Works
Peter Culver; Dells Events

Meeting called to order by Chairperson Tara Anchor.

Motion to approve the January 22, 2020 and February 5, 2020 minutes made by Jesse DeFosse. Second by Adam Makowski. Motion carried unanimously.

MEMO OF UNDERSTANDING (MOU) UPDATE:

The final agreement was presented to the committee. Events which BID will contract with WDVCB to plan and manage in 2020 include:

- **Dells River Arts District Summer Entertainment Program**
- **Saturday Farmers Market (May 9- October 17)**
- **4th of July Celebration**
- **Fall Festival (October 24)**
- **Holiday Festival (December 5)**

Payment reimbursement to WDVCB for these services will include up to \$30,000 for staffing, up to \$20,000 for program materials and equipment, and up to \$27,000 for the summer entertainment program. The agreement would be effective until December 31, 2020.

Adam Makowski made a motion to approve the MOU between BID and Dells Festivals Inc. allowing for minor corrections in the document. Second by Jesse DeFosse. Approved unanimously. Jenifer Dobbs indicated that insurance for performers participating in the summer entertainment program has risen to \$1700. After discussion with Tara Anchor, it was agreed to include the insurance as part of the \$20,000 line in the MOU agreement. If deemed necessary later, BID will look at undesignated funds to cover the insurance.

**DOWNTOWN LIGHTING
RIVER AREA:**

Don Spearbecker sent a brief estimate to install high mast stadium fixtures and brackets at three locations to illuminate the rock formations, river and trees on the west bank of the river. Estimate was for \$6900. Questions raised included cost, if any, for electrical hookups, if the bulbs can change colors and more discussion on finding the best locations for the project. Don will be invited to the March 4th meeting.

BRITE NITES:

Dean Lyons from Brite Nites has been contacted about interest in developing a comprehensive proposal for lighting downtown. He requires a \$5000 design fee prior to arrival, which would be included in his proposal if accepted. He can best customize a proposal if he knows what type of budget is available. The proposal can be structured in work stages to help a community with planning and financing. Brite Nites has done work for cities and companies of various sizes. Debbie Kinder voiced concerns about potential damage to the growing trees downtown by use of light strands through the tree branches. Committee indicated that lighting

downtown goes beyond trees, which is only one suggestion at this time. Technical advances in lighting products will definitely be an important consideration when making decisions. Jesse DeFosse made a motion to approve the \$5000 expense to have Dean Lyons attend the April 1st BID meeting. Second by Adam Makowski. Approved with Kevin Ricks abstaining. March 18th will be a secondary date if the April 1st date is unworkable.

EDDY STREET HILLSIDE:

Parks and Recreation Department will be proceeding with the planned landscape improvements on the hillside by the railroad tracks. There will be an area available with electricity if and when BID would like to install a large welcome sign. Committee agreed by consent to table discussion about this sign until 2021 budget discussions later this summer.

Motion to adjourn made by Kevin Ricks. Second by Adam Makowski. Motion carried unanimously.

**Mark Sweet
Secretary**

PROPOSAL

February 27, 2020



Lord Electric & Control, LLC
 19205 Bittersweet Ave
 Warrens, WI 54666
 (o) 608-378-4526
 (c) 608-304-6907

Project: Wisconsin Dells River Lighting

107 Broadway
 Wisconsin Dells, WI 53965

Installation will include all material and labor.

Total Quantity	Measure Description
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2 LED Custom Stadium Floods With Protective Brackets

This includes installation with electric provided by others to fixture base
 Also includes tamper resistant decorative housing

<u>Proposal Totals</u>	
Total Project Cost	\$4,900.00
Proposed Cost after Incentives	\$4,900.00

Owner's Rep Signature:

Date

Owner's Rep Print Name:

LEC Rep Signature:

Date

 Don Spearbecker

Recommended Installation Days and Times:

ESTIMATE

United Electric, Inc.

PO Box 247
Clyman, WI 53016

Offices in: Clyman and Wisconsin Dells

Voice: 920-696-3580
Fax: 920-696-3592

Quote Number: 6327

Quote Date: Feb 26, 2020

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Quoted To:
Wisconsin Dells City BID Committee Attn: Tara Anchor

Site Address:
Wisconsin Dells City BID Committee

Customer ID	Good Thru	Sales Rep	Customer PO
WISCONSIN DELLS BID	3/27/20	Lawton Chris	River Overlook

Item Qty	Description	Amount
	Estimate per walk-through meeting on 2/25/2020 to add flood light on river overlook. Installation of lighting circuit for LED flood lights. Fixtures to be provided by others. Provide a lighting circuit at overlook point of Riverwalk sidewalk trail. Conduit to be installed and mounted to sidewall of concrete structure originating from in-ground junctions box located within the riverwalk. PVC conduit installed on sidewalk approximately 100' and anchored to concrete. A fused connection junction box to be set at lighting point on sidewalk. Work for the BID district committee to be completed on a time and material basis at \$85.00 per hour not to exceed:	980.00

Subtotal	980.00
TOTAL	980.00