

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

Wednesday, March 6, 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 February 20, 2019 Meeting Minutes (attached)
3. Updates from Downtown Dells Association Mark Sweet
4. Discussion/Decision Riverwalk Entrance & Kilbourn Bridge Designs Kevin & Corena Ricks
5. Discussion Evermore Art Collection & Location Kevin Ricks
6. Discussion 400 Block Revitalization Kevin Ricks
7. Discussion/Decision Downtown Entertainment Jenifer Dobbs
8. Discussion Downtown Lighting Project 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 1, 2019

## Upcoming BID Meetings:

- Wednesday, March 20, 2019 at 8:30am
- Wednesday, April 3, 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.

**BID Committee  
February 20, 2019**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Phil Helley</b>
<b>Kevin Ricks; BID</b>	<b>Corena Ricks</b>
<b>Dan Gavinski; BID</b>	<b>Clayton Rosenberg</b>
<b>Adam Makowski; BID</b>	<b>Brian Holzem</b>
<b>Tara Anchor; BID</b>	<b>Allison Schultz</b>
<b>Jesse DeFosse; BID</b>	<b>Maria Rosholt</b>
<b>Justin Draper; BID</b>	<b>Jenna Loda Eddy</b>
<b>Kyler Royston; BID</b>	<b>Jenifer Dobbs, WDVCB</b>
<b>Mark Sweet; BID</b>	<b>Bill (Camping Store)</b>
<b>Mayor Ed Wojnicz</b>	
<b>Chris Tollaksen; Public Works</b>	

**Meeting called to order by Chairwoman Kelli Trumble.  
Kevin Ricks moved to approve January 23rd minutes. Second by Adam Makowski. Approved.**

**UPDATES FROM CHAIR:**

**Riverfront Terrace and BID plan to use the same photograph in advertising publications this year. However, the photograph will not be used in the same publication. Committee consensus was that this was not a problem and the decision made at the January meeting to allow Riverfront Terrace to use the photograph will remain in effect.**

**CANOE PARADE - KILBOURN BRIDGE PROJECT**

**RIVER WALK ENTRANCE - ANCHOR GIFTS:**

**Discussion covered agenda items 4,7, and 8.**

**Kevin Ricks presented updated options for the design of the canoe planters being planned for installation on the bridge coming into downtown. Each canoe would be 15 feet in length, 24" wide and 20" deep. Each of the three options would have a chair and umbrella mounted on the base and space for a planter. The options offered exterior design choices of railroad train wheels, paddle wheel boat wheels, or no wheels at all.**

**Dan Gavinski made a motion to approve the design with the paddle wheel and asked Kevin and Corena Ricks to move forward with final design work which would include a budget for the project. Second by Tara Anchor. Motion approved unanimously with Kevin Ricks abstaining. The final design and budget will be presented to BID for final approval.**

**Design proposals for the light poles on the Kilbourn Bridge were reviewed. As part of this discussion new renderings for the River Walk entrance were provided for review. It is hoped that there will be consistency with some of the design elements from one location to another. Two elements the committee gave consensus to gather more information on was Option A of the light pole designs and use of the River Arts District logo as shown on the River Walk entrance rendering. Kevin and Corena Ricks were asked to prepare rendering for the light poles on the Kilbourn Bridge which would include both of these elements. Justin Draper and Adam Makowski will join Kevin and Corena in gathering budget information on both projects.**

**Committee considered possible locations for permanent display of the boat anchors which are being donated. Preference is to display at least one anchor near the front entrance to the**

**River Walk.** Options discussed for installation of the second anchor were the Illinois Avenue bridge or along the River Walk path. No decisions were made on anchor locations at this point. Kevin and Corena Ricks will work on a rendering of the River Walk entrance which would include an area for the anchor display.

The River Walk entrance designs included a Dells Discovery sign which would serve as a map and introduction to the River Walk vignette stops. The designs included a minimum of three arches over the walkway bridge just past Wizard Quest, with the possibility more arches could be installed in the future. Also recommended would be a redesign of the glass tile area close to the Broadway sidewalk. Various design options for the side of the Wizard Quest building were provided. The Wizard Quest building would be a private business project. The artistic flow of the River Walk entrance area would be better served having both endeavors coordinate their efforts.

**DOWNTOWN LIGHTING PROJECT:**

Adam Makowski presented preliminary information from Lord Electric and Control for illumination of the Railroad Bridge and the first three blocks of downtown. The suggestions include use of three fixtures. A 4 ft. long Color Graze which would be used on the Railroad bridge would cost \$1700 plus set up and installation. The Color Blast and Color Burst fixtures would be positioned on the three downtown blocks with costs between \$600-\$800 each plus setup and installation.

A display of the three fixtures will be offered to the committee Thursday, February 28 after dark. Committee will be informed of time and location when finalized.

**DOWNTOWN SUMMER ENTERTAINMENT:**

Most of the performers have already been booked for this summer, reported Jenifer Dobbs. The Downtown Dells Committee has committed to providing up to \$6000 of additional funding for the summer program. Jenifer suggested an email go out to the downtown business community announcing the opportunity to be an entertainment location this summer. To provide some consistency, it is hoped that a single location would be assigned a day of the week for performances which would not change during the summer. At this point, four Saturday evenings between late June and the end of August have not been booked. Jenifer will request the temporary closure of the north side of Elm Street at Broadway to stage those special performances in a larger venue. Jenifer plans to seek private sponsorships to cover the increased performer costs and other expenditures for the street performances.

**AGENDA: MARCH 6 MEETING:**

Items for the next meeting will include update and discussion of the Evermore Collection and DNR property location, discussion on Chalet building proposal, summer entertainment update, continued discussion of River Walk entrance and Kilbourn Bridge designs, and a report from the Downtown Dells Committee. Kevin Ricks informed the committee that parking for the Chalet proposal will be on the March 12th Parking Board agenda.

Adam Makowski made a motion to adjourn the meeting. Second by Kevin Ricks. Approved.