

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

Wednesday, March 7, 2018 at 8:30AM

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

1. Call to Order
2. Approval of the February 21, 2018 Meeting Minutes (attached)
3. Discussion/Decision - 2018 Duchess Plaza Programming (attached) All/Jenifer Dobbs
4. Discussion – Public Plazas All
5. Update – Spring Wine Walk Friday, April 27, 2018 Mark Sweet
6. Discussion – July 4th Festivities Jesse DeFosse
7. Discussion – Digital Wayfinding Program All
8. Items for Next Agenda All
9. Adjournment

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: March 1, 2018

Upcoming BID Meetings:

- Wednesday, March 21, 2018 at 8:30am
- Wednesday, April 4, 2018 at 8:30am
- Wednesday, April 18, 2018 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.

Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Dan Gavinski; BID
Justin Draper; BID
Kevin Ricks; BID
Kyler Royston; BID
Mark Sweet; BID

Chris Tollaksen; BID
Chris Moore; Zebra Dog
Tara Anchor
Jim Decker
Jenifer Dobbs; WDVCB
Hannah Kirby; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve the February 7 minutes made by Kevin Ricks. Second by Justin Draper. Approved.

ZEBRA DOG PRESENTATION / DIGITAL WAYFINDING and STREET BANNERS:

Monday evening, the City Council approved a recommendation from the Finance Committee to provide funding for the Street Banner Program designed by Zebra Dog. The City is hoping for banner installation to take place in 2018.

Chris Moore presented a Digital Wayfinding program which is designated for mobile devices. The program would supplement the physical wayfinding program and could enhance visitor experiences. Chris suggested that the digital wayfinding program be connected with the Dells River Arts District (DRAD) website rather than having a separate application. It would be easier to manage, easier for the public to access and help drive more traffic to the DRAD website. Another benefit could be to open the content on the DRAD website beyond its current scope of being a business recruitment tool.

Chris briefly reviewed the process from Discovery through Implementation for the Digital Program. The estimated timeline following approval would be about four months. Cost would be \$42,250.

Marketing suggestions of the Digital Wayfinding could include incorporation within the physical wayfinding program, use of QR codes, consistent signage for identification and use of existing wireless locations downtown.

Elements such as kiosks and street level signage have been presented by Zebra Dog to the City but have not been funded at the present time. Many of these physical elements could be designed to allow for changes of information provided.

Great public demand suggests that better identification is needed for directing people to parking areas and public restrooms as soon as feasible. BID will reach out to the Parking Board with specific physical wayfinding ideas directing visitors to parking areas and public restrooms. Committee consensus was to discuss the digital presentation more thoroughly at the March 7th meeting.

USE OF BID PHOTOGRAPHY:

Mark Sweet asked for permission to use BID photography done by Joe Leute on the Downtown Dells Committee's (DDC) new Facebook page. Kyler Royston moved that DDC be allowed to use the photography at no charge. Second by Kevin Ricks. Approved unanimously.

DUCHESS PLAZA: 2018 ENTERTAINMENT PROGRAM

The Entertainment program will take place at Duchess Plaza in 2018. Contracts have gone out to entertainers, reported Jenifer Dobbs. At present, funding will be \$22,000 from BID. The

schedule would begin Memorial Weekend. Current funding would not allow for Plaza entertainment on Sunday and Monday evenings. Regular nightly entertainment would commence in mid June. Several weekends of September entertainment could be incorporated. The Farmers Market plans to be held every Sunday morning at Duchess Plaza beginning Automotion Weekend in May and going into October.

Committee consensus was that any ideas to increase programming and find more funding this year for Plaza entertainment need to be explored as soon as possible. Justin Draper suggested holding an open fundraising party at the Plaza. The 2018 BID Budget should be reviewed for additional possibilities of funding. Suggestion was made by Jesse DeFosse to reach out to the Parks and Recreation Department to look at relocation of its summer entertainment events held at Bowman Park.

Committee was reminded that BID needs to address the future location of the downtown public plaza on a regular basis, as the current location is only guaranteed for this summer.

JULY 4TH FESTIVITIES:

Jesse DeFosse asked that discussion be tabled until March 7th meeting.

POTENTIAL ICE CASTLE LOCATIONS:

Various locations were discussed. Committee consensus was to locate the Ice Castle being planned for Winter 2018-2019 at the Dells Boat Company parking lot on Finnegan Avenue. Serious consideration will be given to having trolley shuttle service available during the operation of the Ice Castle.

AGENDA: MARCH 7TH MEETING:

Items will include discussion on funding for 2018 entertainment, future plaza location, discussion of Digital Wayfinding program, update on Dr. Evermore Collection, report on 4th of July Festivities, and report on the Spring Wine Walk.

Motion to adjourn made by Justin Draper. Second by Jesse DeFosse. Approved.

May 2018

ITEM 3

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18 PF and the Flatheads	19 Jake O'McKlusky
					These two performances are paid for by Festivals for Automation.	
20	21	22	23	24	25 Rascal Theory	26 Evan Riley Band
27 Nathan Seefelt	28 Bahama Bob	29	30	31		

June 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Eric & Mor	2 Laura Joy
3	4	5	6	7	8 Rascal Theory	9 Black Star Drumline
10	11	12	13	14	15 Rascal Theory	16 Swing Crew
17 Sound Decision	18 Bahama Bob	19 Sugar Still	20 Swing Crew	21 TJ Howell	22 Prairie Thunder	23 Alley Katz / Pink Cadillac
24 Service Club	25 Bahama Bob	26 Back to Back Acoustics	27 Swing Crew	28 TJ Howell	29 Rascal Theory	30 Heather Styka

July 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Williams	2 Bahama Bob	3 Jake 'O McCluskey	4 EARLY SHOW Rascal Theory	5 TJ Howell	6 Eric & Mor	7 Rascal Theory
8 Alley Katz / Pink Cadillac	9 Bahama Bob	10 Southbound	11 Swing Crew	12 TJ Howell	13 Steve Meisner	14 Steve Meisner
15 Gene Schmidt	16 Bahama Bob	17 Sound Decision	18 Swing Crew	19 TJ Howell	20 Prairie Thunder	21 Rascal Theory
22 Williams	23 Bahama Bob	24 Sugar Still	25 Swing Crew	26 TJ Howell	27 Eric & Mor	28 Island Jack
29 Gene Schmidt	30 Bahama Bob	31 Sound Decision				

August 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Swing Crew	2 TJ Howell	3 Rascal Theory	4 Blackstar Drumline
5 Williams	6 Bahama Bob	7 Southbound	8 Swing Crew	9 TJ Howell	10 Rascal Theory	11 Heather Styka
12 Alley Katz/Pink Cadillac	13 Steve Meisner	14 Steve Meisner	15 Sugar Still	16 TJ Howell	17 Prairie Thunder	18 Rascal Theory
19 Gene Schmidt	20 Bahama Bob	21 The Lark and the Loon	22 Swing Crew	23 TJ Howell	24 Eric & Mor	25 Jake O'McKluskey
26 Ernest Brusubardis IV	27 Steve Meisner	28 Steve Meisner	29 Sound Decision	30 TJ Howell	31 Swing Crew Tentative	

September 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Tin Fiddle
2 Rascal Theory	3 Bahama Bob Labor Day	4	5	6	7 Service Club	8 Fundraiser
9 Gene Schmidt	10	11	12	13	14 Wo-Zha-Wa – Service Club	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29 Kilbourn City Live
30						