

**BID Committee  
March 7, 2018**

**Attending: Kelli Trumble; chairwoman  
Dan Gavinski; BID  
Jesse DeFosse; BID  
Kyler Royston; BID  
Chris Tollaksen; Public Works  
Hannah Kirby; Dells Events**

**Jenifer Dobbs; WDVCB  
Phil Helley  
Adam Makowski  
Tara Anchor  
Jim Decker**

**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 swallower, 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.**