

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

Wednesday, May 15, 2019 at 8:30AM

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

Members: Tara Anchor-Chair, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary  
Justin Draper, Dan Gavinski, Adam Makowski, Jackie Morse, Kevin Ricks, Kyler Royston

---

1. Call to Order
2. Approval of the May 1, 2019 Meeting Minutes (attached)
3. Introduction of Guests at Meeting
4. Discussion/Decision on Entertainment Lot Improvements: Jenifer/Tara
  - a. Naming Decision Update
  - b. Purchase of Stage from Mojo Music \$1000
  - c. Signage Purchase (attached)
  - d. Sign Artwork Update
  - e. Flower Pots & Plantings - Maria
  - f. Cleaning Position – Duties, Pay Rate, and Filling Position (attached)
5. Update/Discussion on River Anchor Project Justin
6. Update/Discussion on Drinker’s Landing Project Adam
7. Discussion on Rotary Project – former Illinois Avenue Project
8. Update/Discussion on July 4<sup>th</sup> Festivities Jesse
9. Update/Discussion on Downtown Lighting Project Adam
10. Update/Discussion on Elm Street Project Kevin
11. Adjournment

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

Tara Anchor, Chairperson - Agenda Posted & Distributed: May 9, 2019

## Upcoming BID Meetings:

- Wednesday, May 29, 2019 at 8:30am
- Wednesday, June 12, 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  
May 1, 2019**

<b>Attending: Tara Anchor; chairwoman</b>	<b>Mayor Ed Wojnicz</b>	<b>Gail Jermier</b>
<b>Justin Draper; BID</b>	<b>Chris Tollaksen; Public Works</b>	<b>Pastor Steve Keller</b>
<b>Dan Gavinski; BID</b>	<b>Phil Helley</b>	<b>Scott Laage; BL Signs</b>
<b>Adam Makowski; BID</b>	<b>Brian Holzem</b>	<b>Peter Culver;</b>
<b>Jackie Morse; BID</b>	<b>Jenifer Dobbs; WDVCB</b>	<b>Dells Events</b>
<b>Kyler Royston; BID</b>	<b>Eric Helland</b>	
<b>Mark Sweet; BID</b>	<b>Mark Brown</b>	

**Meeting called to order by Chairwoman Tara Anchor.**

**Motion to approve April 17 minutes made by Justin Draper. Second by Kyler Royston. Approved.**

**SUMMER ENTERTAINMENT SITE:**

**Pastor Steve Keller noted concerns he and his parishioners have about noise from performances affecting evening activities in the church next door. Committee members assured Pastor Steve that we want to cooperate as much as possible this summer and if the lot is used again that he will be consulted about the plans.**

**Jenifer Dobbs will finalize a name for the entertainment area. Some of the electrical fixtures from Duchess Plaza will be utilized and as the weather improves hookup and setup work will commence. Christmas tree lights will be used on a couple of trees near the lot. Jenifer will work with Public Works to determine which planter pots will be moved to the space. Maria Rosholt will work on plantings. A simple sign to advertise the program will be constructed and placed on the lot.**

**Jenifer's brother will be contacted to handle cleaning chores at the location with up to \$3,000 having been budgeted for that task.**

**RIVER ANCHOR PROJECT:**

**Dave Hall would need \$4000 to restore both anchors to their original rust brown finish. That cost may vary slightly pending final BID decision on how they would be displayed. Gail Jermier confirmed the Historical Society has earmarked \$26,500 towards the project.**

**Discussion ensued on the display proposal from Zebra Dog and concept drawing by Kevin and Corena Ricks. Opinion was that the focus needs to be on completing the display at the Broadway entrance and that discussion on display of the second anchor could take place next year. Chris Tollaksen reported that an engineering review of the entrance bridge had already been completed and paid by the city reducing the ZD proposal by \$6800. Consensus was to maintain consistency in both the aesthetic look and quality of the existing vignettes.**

**Justin Draper made a motion for BID to seek price quotes from potential vendors on the 13 foot tall 'super vignette' and anchor display at the front of the River Walk Broadway entrance. Second by Jackie Morse. Approved unanimously.**

**BAVARIAN VILLAGE PUBLIC RESTROOMS:**

**Committee has been assured by Holiday Wholesale that the doors to both restrooms will be properly maintained and kept open.**

**ART MAINTENANCE:**

Corena Ricks has been working to repair damaged mosaic tiles on the wall in front of the Showboat. A review of information about the River Walk vignettes stated a need to apply linseed oil to protect the work. It has now been several years and expense for this maintenance work should be considered in the 2020 budget.

**CANOE PARADE:**

The initial reaction from the Wisconsin DOT has been disapproval of the proposed Canoe Parade project on the Wisconsin River bridge. Kevin Ricks previously offered to continue discussions with the DOT to gain their approval.

Justin Draper made a motion to have the round planters placed on the bridge as has been done in past years. Second by Adam Makowski. Approved unanimously.

**DRINKER'S LANDING PROJECT:**

Adam Makowski reported that discussions continue looking at various alternatives to develop the area into a public plaza/commons area with some type of entertainment component. A firm proposal presentation is not yet available.

**BILLBOARDS REVIEW:**

Photos of the artwork on the billboards at Timbavati Wildlife Park and at Hulbert Creek showed both to be in good condition. New photography from Joe Leute would be available if new artwork is desired for the billboards and could be considered in the 2020 budget year. Billboards on the interstate highway simply state DELLS RIVER DISTRICT and an exit number. If possible, condition of the artwork on these billboards should be looked at prior to budget discussions.

**AGENDA: MAY 15 MEETING**

Agenda items will include update on 4th of July celebration, update on the Anchor display, report on railroad bridge and downtown lighting, contribution for downtown made by Rotary Club and other items to be determined.

Motion to adjourn made by Adam Makowski. Second by Kyler Royston. Approved.



Same Day Shipping  
Order by 4:30 pm CDT

800-234-7444

Since 19

MasterCard VISA American Express PayPal DISCOVER

HOME ABOUT US SPECIALS SHOP SIGN & DIGITAL SUPPLY HEAT TRANSFER SUPPLY FINANCING

### Categories

- CUT VINYL
- DIGITAL MEDIA
- EQUIPMENT SOFTWARE
- FRAMES
- HEAT TRANSFER SUPPLY
- SUBSTRATE MATERIALS
- TOOLS CHEMICALS &
- HARDWARE
- CATALOGS & COLOR CHARTS

### PVC POST & RAIL SIGN FRAME KITS

> FRAMES > POST & RAIL KITS > PVC POST & RAIL SIGN FRAME KITS



\$159.25

Qty:

Choose Size:

Sign Panel Thickness:

- Pick A Cap Style:
- Ball
  - Flat
  - Gothic
  - New England

Cut Rails?:   
(Max 2 Characters)  
(Add \$15.00)

[Add to Cart](#)

[Add To Wishlist](#)



[Like](#) Be the first of your friends to like this

### Information

- About R&J
- Contact Us
- Shipping & Returns
- SPECIALS
- Terms of Use
- TRADESHOWS



[Back to List](#)

#### Additional Info

[P&R installation.pdf](#) (1.1 MB)

SEASONAL CLEANING ATTENDANT - DRAFT

City of Wisconsin Dells

BID District Entertainment Lot -Corner of Broadway and Cedar Street

The BID's seasonal cleaning attendant will have an eye for action needed 7 days/week; late June through Labor Day.

Responsibilities Include:

- Picking up garbage and changing trash receptacles as needed.
- Clean outside of trash receptacles as needed.
- Clean beneath trash receptacles and public benches/tables.
- Wipe down tables and benches.
- Monitor cleanliness of flower containers in the area

Reports to BID Committee.

DISCUSSION POINTS:

Check on property \_\_\_ times per day.

Hours to check on it between \_\_\_ and \_\_\_\_.

Pay rate - \$10/hour? Discussion?