

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

Wednesday, May 2, 2018 at 8:30AM

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

1. Call to Order
2. Approval of the April 18, 2018 Meeting Minutes (attached)
3. Discussion/Decision – Bylaw Change in Board of Directors (attached) Mayor Wojnicz/All
4. Discussion Development of the Arts – Strategic Action Planning All
5. Discussion/Decision – Membership Arts Wisconsin (attached) Kelli Trumble
6. Update – www.dellsriverartsdistrict.com/news/ Kelli Trumble
7. HH Bennett Studio 2018 Events & Programming (attached) Jenna Loda Eddy
8. Items for Next Agenda All
9. Adjournment

Webinar: 10:30am WDV&CB Board Room, La Crosse Street Entrance

“A Thriving Downtown – Part II: How to Recruit That Perfect Business Mix”

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: April 27, 2018

Upcoming BID Meetings:

- Wednesday, May 16, 2018 at 8:30am – Led by Vice-Chair
- Wednesday, June 6, 2018 at 8:30am
- Wednesday, June 20, 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.

**BID Committee
April 18, 2018**

Attending: Kelli Trumble; chairwoman	Chris Tollaksen; Public Works
Kevin Ricks; BID	Jenifer Dobbs; WDVCB
Justin Draper; BID	Mayor Ed Wojnicz
Jesse DeFosse; BID	Tara Anchor
Kyler Royston; BID	Jim Decker
Dan Gavinski; BID	Adam Makowski
Mark Sweet; BID	

Meeting called to order by Kelli Trumble; BID chairwoman.

Motion to approve the April 4th minutes made by Jesse DeFosse. Second by Kyler Royston. Approved.

New Mayor Ed Wojnicz made brief remarks to the committee. He foresees some consolidation of city committees. The impact of the reorganization on BID is yet to be determined.

DISCUSSION: DESTINATION DEVELOPMENT

With a new mayor and City Council installed, the committee was encouraged to review the Roger Brooks Study to see what has been accomplished to date and what remains to be done. It was felt that the Brooks Study needs to be customized towards the Wisconsin Dells experience with more effort made toward specificity. In discussion, it was suggested that various pieces have been or are being worked on by different entities, however no clear vision has been forwarded as to what it will all look like in the end. Having a clear picture of the final outcome can only help in setting priorities in the route to get to that point.

Several priorities were brought forth in discussion. The expansion of the River Walk over the Wisconsin River was considered very important to the future vision. Trying to work on an agreement for pedestrian use of the railroad bridge has been a fruitless process over many years. Thought might need to be given to working on a pedestrian bridge without Canadian Pacific, though it may be considerably more expensive. The need for hotel accommodations was another area where much more could be done. Recruiting specific anchor type businesses to spur both visitor counts and other business ventures was also considered a priority.

DISCUSSION: PUBLIC PLAZA LOCATIONS

The committee discussed positive elements of Duchess Plaza, such as its central location and the interactive element the Duchess boat offers visitors. These elements should not be overlooked when evaluating all possible plaza locations as their use should be for more than just an entertainment venue.

UPDATE: EVERY FAMILY ART PARK AND AQUARIUM INITIATIVE

Kevin Ricks informed the committee about the results of a meeting held with Dr. Every's son. A priority is to secure a location to keep the Forevermore sculpture and the accompanied pieces together. A 12 acre piece of property near Timber Falls Miniature Golf Course is being looked at as an "Art Park" location. The family is open to discussing a long term friendly lease in exchange for covering the costs of moving and preparing the entire collection for public viewing. The remainder of the substantial Every collection would be located along the route

River Walk and might also be routed towards public plazas. An additional possible display area could be along a proposed trail from the Riverwood development toward the downtown. The Ripley group met recently with the owners of the property being considered for building an aquarium downtown. The sides are still far apart on a price, however the owner is willing to consider terms for a long term lease. Discussions will continue and if an agreement can be reached, the City will then be approached for an incentive package.

AGENDA: MAY 2nd MEETING:

A Roger Brooks Webinar entitled " Recruiting Downtown Business Mix" will be available to committee members at 10:30AM following the scheduled BID meeting. Tentative viewing location will be at the Visitors Bureau. Regular agenda will further move discussion from all items covered at this meeting.

Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.

2. Real property used exclusively for residential or manufacturing purposes.
3. Such other properties as determined by the BID assessment formula.

Objectives

1. Revitalize Wisconsin Dells as a unique area and experience, by providing a clean, safe, and inviting atmosphere, thereby helping existing businesses and encouraging the development of new and varied businesses within the BID.
2. Provide organizational initiative and funding to assist in implementing streetscape improvements within the district.
3. Improve and enforce the physical condition and cleanliness of the district.
4. Develop and promote appearance guidelines to assist property owners as they repair, renovate, and maintain their properties.
5. Conduct joint marketing and promotional programs for all businesses within the district.
6. Provide an organizational structure to develop coordinated business activities and special events in the district.
7. Provide a means by which persons in businesses not within the boundaries of the BID may contribute to the activities of the BID.

Management

A board of directors will manage the BID. Responsibilities of the board will include implementation of the operating plans and preparation of annual reports. The board will also consider, on an annual basis, changes to the operating plan, for consideration by the Common Council.

The board will consist of seven (7) members appointed by the Mayor and confirmed by the Common Council. A majority of the members of the board shall either own or occupy commercial property within the BID, and, one (1) member shall be a member of the Common Council. Members of the board, except the Council member, shall serve staggered three (3) year terms. The Council member shall serve at the pleasure of the Mayor and the Common Council. The board shall conduct its affairs consistent with the requirements of the Wisconsin Open Meetings and Open Records Statutes.

PROPOSED CHANGE TO BID COMMITTEE MEMBERS IN CITY ORDINANCE:

1.11 BUSINESS IMPROVEMENT DISTRICT

- (1) The duly established, constituted and operational business improvement district shall have the powers and duties enumerated in Wis. Stat. sec. 66.1109, as provided in the operating plan and as generally provided in this code of ordinances.
- (2) The business improvement district shall be managed by a board of directors which is responsible for development, modification and implementation of the operating plan and budget.
- (3) The board shall consist of ~~seven (7)~~ **ten (10)** members appointed by the Mayor and confirmed by the Common Council. ~~Six (6)~~ **nine (9)** of the members shall serve staggered terms of three years; and a member of the Common Council shall be appointed annually. A majority of the board members shall own or occupy real property in the district.
- (4) The mayor shall designate the chair and vice chair of the board.
- (5) In conjunction with the City's annual budget cycle, the board shall report on the district's activities, accomplishments and goals.
- (6) The board may adopt bylaws and operating procedures in furtherance of its powers and duties.

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- Membership
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 - * \$ 50.00 Individual
 - \$ 75.00 Organization - Budget under \$25,000
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 - \$ 225.00 Organization - \$100,001 - \$500,000
 - \$ 350.00 Organization - \$500,001 - \$1 million
 - \$ 500.00 Organization - over \$1 million
 - No thank you

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RECENT NEWS

- Small Community Forum – Pepin
- April is National Poetry Month
- Wisconsin Arts Education Data Project
- Downtown Open House
- Americans for the Arts Annual Convention

Organization/Business/Agency

*

Street Address *

City *

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4:30 PM – 7:00 PM

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