BID Committee
November 13, 2019

Attending: Tara Anchor; chairwoman
Kyler Royston; BID
Kevin Ricks; BID
Dan Gavinski; BID
Adam Makowski; BID
Justin Draper; BID
Mark Sweet; BID
Mayor Ed Wojnicz
Thad Meister; Parks and Recreation
Chris Tollaksen; Public Works
Brian Holzem
Jenifer Dobbs; WDVCB
Don Spearbecker

Meeting called to order by Chairwoman Tara Anchor.
Motion to approve October 30 minutes made by Kyler Royston. Second by Adam Makowski. Approved.

RAILROAD HILL LANDSCAPING:
Thad Meister presented two options to landscape the hill at the railroad bridge. Option 1 had a primary focus on shrubs and grasses. Option 2 added a retaining wall and concrete apron as well as decorative gravel to divide the greenery more. Estimate from MSA for Option 1 would be $25,000 - $28,000. Estimate for Option 2 would be in the neighborhood of $70,000. The Parks and Recreation Department has between $15,000 - $20,000 available in the 2019 budget to start this project and BID is being asked to voice an opinion before any final decision is made to proceed. Consensus opinion was for Parks and Recreation Department to use its existing funds to proceed with option 1. It was suggested that Verizon be contacted about either restoring the plantings on the hill after completion of the cable work they are doing or help with replacement costs.

SUMMER ENTERTAINMENT LOCATION:
Tara Anchor met with Pastor Steve Keller about issues United Presbyterian Church has with the summer entertainment location at the Trumble lot. Though concerns still remain, Pastor Steve seemed willing to work with BID to arrive at a schedule amenable to everyone. Kevin Ricks indicated that the plans for work on redevelopment of the 400 Broadway block should see most of the outside work completed before the height of the summer season and he does not foresee much disruption to pedestrian traffic getting to or from the Trumble lot area. Jenifer Dobbs said that adding visible signage at Elm Street and possibly Oak Street could help draw more people to the location. Signage would require approval of the Design Review Committee.
Adam Makowski made a motion to approve use of the Trumble lot for the 2020 Summer Entertainment program with proper directional signage. Second by Kevin Ricks. Approved unanimously.
Jenifer indicated that it will also be possible for the Farmers Market to relocate to the Trumble lot in 2020 which will allow for better vendor access, more parking nearby for customers without sacrificing visibility on Broadway.

RIVER WALK ANCHOR UPDATE:
Restoration of the anchor is nearly complete. Work continues on the fabrication of the vignette. Plans are still being formulated for solar lighting of the display area. It is more likely installation will occur in the spring.

GATLINBURG TRIP REVIEW:
The major things noted from meetings with Gatlinburg officials was the dramatic impact the development of a Christmas lights program in their area had on tourism. The program is funded through all three cities in the area mostly from sales tax funds which is about 5.5% going back to each community. When Gatlinburg made the decision to invest in the Christmas season lighting, it made a deep impression on property owners and businesses because of the significant increase in traffic. Jenifer Dobbs reported on conversations she has had with organizers of the LaCrosse (Wi.) Christmas lights which is funded through private donations and draws over 200,000 people from 33 states. Also noted on the Gatlinburg trip was the positive reaction to the new suspension bridge which was funded by the city at around $1.5 million dollars. It is 660 feet long with four glass panels. Also noted was the high usage level of the downtown Convention Center all year long. The Convention Center was built by the city. Although the average temperature is quite different from Wisconsin Dells, committee members were still impressed with the level of traffic throughout downtown Gatlinburg on weekdays in November.

LIGHTING AND SPOTLIGHTS:
Chris Tollaksen indicated that considerable electrical repair work would need to be done to restore power to be able to light the trees on Broadway. Don Spearbecker said that solar light fixtures would cost about $250 each. It would still need to be determined whether one or two fixtures per tree would provide the desired illumination. It is estimated there are 40 trees on Broadway which could be lit. Don indicated his company might be able to handle the electrical work needed as well as being the vendor source for the fixtures. United Electric has also been contacted about the repair work. Alternatives on how to direct light onto the railroad bridge are also something that might be pursued further. Discussion will continue pending more information becoming available.

RICKS PLAN REVIEW:
Discussion was tabled until the next meeting.

AGENDA: DECEMBER 4 MEETING:
Items will include continued discussion on downtown lighting, review of the Ricks Master Plan and other topics to be determined.

Motion to adjourn made by Kevin Ricks. Second by Adam Makowski. Approved.