

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

Wednesday, November 14, 2018 at 8:30AM

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

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

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1. Call to Order
2. Approval of the October 17, 2018 Meeting Minutes (attached)
3. Decision 2018 Season-End Financial Report on Farmers' Market (attached) All
4. Discussion/Decision Top 2019 Project Priorities in Master Plan Kelli Trumble
5. DRAD Website Meeting Update Tara Anchor
6. WDV&CB 2019 Vacation Guide Ad Review Kelli/Tara
7. Downtown Dells Christmas Activities Update Mark Sweet
8. Briefing & Recommendations NAOIP Empty Storefronts Conference Mark Sweet
9. Discussion 2019 Meeting Schedule
10. Items for Next Agenda All
11. Adjournment

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: November 9, 2018

## Upcoming BID Meetings:

- Wednesday, December 12, 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  
October 17, 2018**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Karen Terry; City Treasurer</b>
<b>Adam Makowski; BID</b>	<b>Ed Wojnicz ; Mayor</b>
<b>Dan Gavinski; BID / Design Review</b>	<b>Linda Eyers</b>
<b>Jesse DeFosse BID / Design Review</b>	<b>Allison Schultz</b>
<b>Kyler Royston; BID</b>	<b>Jim Decker</b>
<b>Jackie Morse; BID</b>	<b>Brian Holzem</b>
<b>Tara Anchor; BID</b>	<b>Ben Anderson</b>
<b>Mark Sweet; BID</b>	<b>Jenna Loda Eddy</b>
<b>Maria Rosholt; Design Review</b>	
<b>Ben Borchert; Design Review</b>	

**BID meeting called to order by Chairwoman Kelli Trumble.**

**Motion made by Adam Makowski to approve October 3 minutes. Second by Kyler Royston. Approved.**

**MASTER PLACE MAKING PLAN:**

**Joint meeting with the Design Review Committee held to continue discussion from October 3 meeting of the Downtown Master Place Making Plan by Kevin and Corena Ricks.**

**Kevin and Corena Ricks were unable to attend this meeting. Their feeling was that investments in private properties with private developers be given top priority and that priority also be given to projects that could generate Premier Resort taxes for the city. Focus of the discussion zeroed in on projects that could be easier to achieve in a shorter period of time. Some of the longer term projects, worthwhile as they might be, will probably be more difficult to achieve without assistance from resources beyond the capabilities of the city.**

**A short list for 2019 and longer term list was developed. The short term list included:**

- 1. Re-create a history and contacts with the Railroad bridge. Both City Clerk Nancy Holzem and City Attorney Joe Hasler would be utilized. Those contacts could then be put into action to see if a plan could be put in place to reach out to the Canadian Pacific Railroad for further discussions.**
- 2. Develop an action plan for one or more Plaza locations for Summer 2019.**
- 3. Work on an action plan to create a more attractive entry point to the River Walk.**
- 4. Begin research on plans for a Canoe Parade on the Wisconsin River bridge.**
- 5. Look at development of plans for art sculpture projects at the 200 block Cafe Zones, which may possibly include Native American sculptures.**
- 6. Lighting projects throughout downtown which could include the River Walk, the railroad bridge and other areas to be determined.**
- 7. Way Finding system which would include major focus points.**

**A longer term list would include:**

- 1. The Art Prize model of Grand Rapids, Michigan.**
- 2. Creation of business incubator zones.**

**NEW BID PHOTOGRAPHY:**

Some of Joe Leute's new photography from this summer was reviewed. The focus was on night time shots. The remainder of the work will be reviewed at another time.

**PRINT MARKETING DIRECTION:**

The deadline for the Visitor Bureau 2019 Vacation Guide is November 19. Consensus opinion was have new copy in place before the next BID meeting on November 14 so action can be taken at that time.

**2019 FARMERS MARKET:**

Allison Schultz reported that the Riverfront Terrace intends to operate the Farmers Market in 2019 as a private enterprise. Their intent is to not only continue to operate it on Sunday mornings next year but also look at opportunities in the evenings and other occasions. This will give the Market the best chance to grow in a prime location. To demonstrate continued support for the market, recommendation was made to consider some type of financial support possibly with entertainment in 2019, for the Market. Recommendation will be discussed at the November 14 meeting.

**CLOSED SESSION:**

Adam Makowski made a motion to adjourn to closed session. Second by Jesse DeFosse. Approved by roll call vote.

Dan Gavinski made a motion to re-convene in open session. Second by Adam Makowski. Approved on roll call vote.

Dan Gavinski made a motion to approve the land lease agreement between Jim Dovenberg and the City of Wisconsin Dells. Second by Adam Makowski. Approved unanimously.

**NEXT MEETING: NOVEMBER 14**

Agenda items will include completion of print marketing direction, continue review of Joe Leute photography, continue discussion of short term list on the Master Place Making Plan, continue discussion on the Farmer's Market.

Tara Anchor made a motion for adjournment. Second by Adam Makowski. Approved.

Farmers Market  
As of 11/10/2018

ITEM 3

**Revenue**

Sponsorships	\$	2,000.00
Market Revenue	\$	810.00
	\$	<u>2,810.00</u>

**Expenses**

Market Manager	\$	3,874.00
Entertainment	\$	150.00
Miscellaneous Expenses	\$	245.00
	\$	<u>4,269.00</u>

Total Earned in 2018	\$	(1,459.00)
Surplus Balance Carried Forward	\$	4,102.52
<b>Total FARMERS MARKET</b>	<b>\$</b>	<b><u>2,643.52</u></b>