

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

Wednesday, October 2, 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 September 18, 2019 Meeting Minutes (attached)
3. Riverwalk Anchor Project Update (Tara)
4. WDVCB Print Ad – Artwork Decision – Continue with 2018-2019 Art?
5. Tree Committee Request (Debbie Kinder)
6. Priorities Discussion for 2020
7. Elm Street Project Update
8. Entertainment Options
9. Meeting Dates Schedule (attached)
10. Adjournment

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

Tara Anchor, Chairperson

Agenda Posted: September 27, 2019

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
September 18, 2019

Attending: Tara Anchor; chairwoman
Jesse DeFosse; BID
Justin Draper; BID
Kevin Ricks; BID
Adam Makowski; BID
Kyler Royston; BID
Dan Gavinski; BID
Mark Sweet; BID

Mayor Ed Wojnicz
Jenifer Dobbs; WDVCB
Karen Terry; City Treasurer
Chris Tollaksen; Public Works
Maria Rosholt

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve September 4 minutes made by Jesse DeFosse. Second by Adam Makowski. Approved.

RIVER WALK ANCHOR UPDATE:

Work is beginning on fabrication of the base and refurbishment of the anchor.

2020 BUDGET:

Updated numbers for the flowers downtown show an increase expense of close to \$6,000. Main reasons for the increase include \$3,000 for cost of the watering truck, \$1360 for floral displays at the summer entertainment stage and \$778 for winter florals. The Visitors Bureau has proposed the possibility of hiring an individual to be supervised by Festivals Manager Jenifer Dobbs. This position would be responsible for working on existing Bureau events but would also be available to work on a contract basis for additional downtown events and possibly work on programming for the Elm Street plaza in 2021. There would be strict accounting on time spent on downtown events. Excluding the summer entertainment program, \$22,135 was already projected for festivals and the 4th of July celebration. Bureau estimate for the BID share of the expense of a contracted employee is \$30,000. City Treasurer Karen Terry reviewed alternatives for financing the increase in floral expenses and to pay for the BID share of the contract employee position. Alternatives include increasing the BID special assessment or use of undesignated surplus funds in the budget. After 2020, the financial commitment to assist in construction of the Elm Street Plaza will conclude which could make other funding available.

Dan Gavinski made a motion to approve the 2020 budget with the addition of \$32,836 in revenue to come from increasing the BID special assessment to cover the additional expenses. Second by Kevin Ricks. Approved unanimously.

GATLINBURG TRIP:

Kevin Ricks recommended the committee consider the recent history of downtown Gatlinburg in looking for ways to improve our downtown. Kevin has numerous relationships with city leaders who would be happy to meet with BID members. A new suspension bridge was built which may be of interest based on prior committee discussions about the River Walk. Committee interest was encouraging so Kevin will work on arrangements for a Gatlinburg visit.

ELM STREET PLAZA PROJECT:

The City Council approved the developer's agreement with Concept Attractions for redevelopment of the Chalet and Bavarian Village as an expanded Wizard Quest attraction and themed area for shops, food and refreshments. Work will commence in early 2020. The agreement includes sale of the city parking lot next to the building to Concept Attractions and city development and construction of a public plaza on Elm Street next to the building. The plaza would be finished by the summer season of 2021. Kevin Ricks will be meeting soon with the Bureau's special Economic Development Committee looking at additional funding for the overall project.

DOWNTOWN PRODUCT IMPROVEMENTS:

An open discussion covered a variety of topics including enforcement of current Design Review Committee standards now in place, if there were areas not covered by regulations, restricting excess duplication of types of businesses now comprising the retail mix and general cleanliness downtown. Some of the areas covered in this discussion may appear on future agendas.

AGENDA: OCTOBER 2 MEETING: Agenda items for this meeting will be determined.

Adam Makowski made a motion for adjournment. Second by Kevin Ricks. Approved.

2019-2020 Meeting Schedule Proposal
BID Committee
Draft 9.12.19

Meet 8:30 – 10:30 am

Current Schedule

1 meeting Nov – Jan
2 meetings Feb -June
2 meetings July – August
2 meetings Sept – Oct

November 13

December 11

Proposed New Schedule (one additional meeting per year)

2 meetings Nov – Jan
2 meetings Feb – June
1 meeting July – August
2 meetings Sept – Oct

October 30
November 13

December 4
December 11
January 8
January 22
February 5
February 19
March 4
March 18
April 1
April 15
April 29
May 13
June 3
June 17
July 8
August 5
September 2
September 16
October 7
October 21
November 4
November 18
December 2
December 16