

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

Wednesday, October 21, 2020 at 8:30AM

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

Members: Tara Anchor-Chairperson, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary  
Justin Draper, Dan Gavinski, Adam Makowski, Kevin Ricks, Jillian Campbell and Mark Brown

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1. Call to Order
2. Approval of the October 7, 2020 Meeting Minutes
3. Dam Project Update – Final Budget Copy Distributed
4. Holiday Season and Tree of Lights Discussion - Contract, Dates, Marketing, Details
5. Seasonal Clean-Up Person
6. Meeting Schedule 2021
7. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: October 16, 2020

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**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 7, 2020**

<b>Attending: Tara Anchor; chairwoman</b>	<b>Mayor Ed Wojnicz</b>
<b>Mark Brown; BID</b>	<b>Karen Terry; City Treasurer</b>
<b>Adam Makowski; BID</b>	<b>Sarah Brown</b>
<b>Justin Draper; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Dan Gavinski; BID</b>	<b>Briana Faber; WDVCB</b>
<b>Jesse DeFosse; BID</b>	<b>Brian Holzem</b>
<b>Mark Sweet; BID</b>	<b>Erica Dynes; Dells Events</b>

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

**Motion to approve September 30 minuses made by Adam Makowski. Second by Justin Draper. Approved.**

**EVENTS REPORT:**

**Jenifer Dobbs said that the scope and execution of Fall Fest events on October 24 are being evaluated due to Governor Evers' order that was issued yesterday. Committee consensus was to try to hold the event in as safe a manner as possible and in compliance with the 25% capacity order. Large tent could have side walls open or even possibly not ordered at all.**

**If the committee decides to purchase and install the Tree of Light on the River Walk for the upcoming holiday season, Jenifer has developed numerous marketing plans that could be put into action on relatively short notice. The Tree lighting event is scheduled for December 5, however it is hoped that the Tree of Light could be installed earlier in November and low key events could be planned on weekends.**

**2021 BID BUDGET:**

**Two proposed 2021 budgets were presented for consideration. One budget reflected no change in the BID special assessment. The second budget proposal reflected a \$72,000 increase in the BID special assessment.**

**Both proposals reflected funding for the Tree of Lights as well as additional money for other lighting projects. One budget demonstrated initiating the Tree of Lights in 2020 with funds coming from undesignated surplus. The other proposal did not indicate the Tree of Lights beginning until 2021. The proposal with the added special assessment also showed a \$12,000 increase in festival event funding. The proposal with no added assessment increase maintained the festival line at the current level.**

**Discussion was primarily about the need for an assessment increase at this time given the difficult circumstances most businesses are experiencing due to the COVID-19 pandemic. Questions were raised about support from the City Council to approve a budget showing an increase that property owners or businesses would have to pay. Comments were also made that we should be pro-active during these difficult times by investing and working to draw more visitors to the downtown.**

**Adam Makowski made a motion to approve initiation of the Tree of Lights project at a cost of \$65,000 immediately. Second by Mark Brown. Funding would come from 2020 undesignated funds. Motion was approved unanimously.**

**Dan Gavinski moved to approve the 2021 budget as presented with the following items based on discussion:**

**1) no change in festival/ events funding from 2020. (line remains at \$20,000).**

- 2) Funding for 2021 Tree of Light will be \$65,000.**
  - 3) Funding for other lighting projects yet to be determined by the committee will be \$63,447.**
  - 4) End of year undesignated surplus would be \$47,337 which reflects funding in 2020 to initiate the Tree of Lights project and \$25,000 to help cover lighting projects in 2021.**
- Motion seconded by Adam Makowski. Approved unanimously.**

**The budget will be forwarded to the city Finance Committee for action and then to the City Council. It reflects no increase in the BID special assessment.**

**Motion to adjourn made by Justin Draper. Second by Jesse DeFosse. Approved.**

**Mark Sweet, Secretary**

Business Improvement District				
YTD 2020 - DETAILED				
As of September 15, 2020				
	2020	2020	Anticipated	Requested
FUND 21	Budget	YTD	Year End 2020	2021 Budget
<b>BID REVENUE</b>				
<i>BID Assessments</i>	\$361,200.00	\$361,200.37	\$361,200.00	\$362,647.00
<b>4270-210 BID ASSESSMENT REVENUE</b>	<b>\$361,200.00</b>	<b>\$361,200.37</b>	<b>\$361,200.00</b>	<b>\$362,647.00</b>
<i>Miscellaneous Revenue - (Grant for Anchor Project)</i>	\$0.00	\$0.00	\$0.00	\$0.00
<b>4800-210 MISCELLANEOUS REVENUE</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<i>Interest From Operating Bank Account</i>	\$180.00	\$202.91	\$240.00	\$180.00
<b>4812-210 INTEREST ON INVESTMENTS</b>	<b>\$180.00</b>	<b>\$202.91</b>	<b>\$240.00</b>	<b>\$180.00</b>
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00
<i>Transfer for Lighting Project - (Undesignated)</i>				\$25,000.00
<b>4920-210 TRANSFER FROM SURPLUS</b>	<b>\$15,000.00</b>	<b>\$0.00</b>	<b>\$15,000.00</b>	<b>\$40,000.00</b>
<b>TOTAL BID REVENUE</b>	<b>\$376,380.00</b>	<b>\$361,403.28</b>	<b>\$376,440.00</b>	<b>\$402,827.00</b>
<b>BID OPERATING EXPENSES</b>				
<i>Seasonal Clean-up - Karow</i>	\$1,000.00	\$550.00	\$1,000.00	\$2,000.00
<b>5620-210-1000 SALARIES</b>	<b>\$1,000.00</b>	<b>\$550.00</b>	<b>\$1,000.00</b>	<b>\$2,000.00</b>
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$7.00	\$300.00	\$725.00
<b>5620-210-2000 OPERATING SUPPLIES</b>	<b>\$500.00</b>	<b>\$7.00</b>	<b>\$300.00</b>	<b>\$725.00</b>
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$650.00	\$1,300.00	\$1,350.00
<i>Attorney Fees - Hasler</i>	\$5,000.00	\$2,916.69	\$5,000.00	\$5,000.00
<b>5620-210-2001 LEGAL &amp; AUDIT FEES</b>	<b>\$6,300.00</b>	<b>\$3,566.69</b>	<b>\$6,300.00</b>	<b>\$6,350.00</b>
<i>Downtown Entertainment - Performers</i>	\$24,000.00		\$24,000.00	\$24,000.00
<i>Trumble Lot Lease &amp; Stage</i>	\$7,000.00	\$7,450.00	\$7,000.00	\$7,000.00
<i>WDVCB Festival Personnel</i>	\$30,000.00		\$30,000.00	\$30,000.00
<i>Festivals - WDVCB</i>	\$20,000.00		\$20,000.00	\$20,000.00
<b>5620-210-2220 FESTIVALS &amp; ENTERTAINMENT</b>	<b>\$81,000.00</b>	<b>\$7,450.00</b>	<b>\$81,000.00</b>	<b>\$81,000.00</b>
<b>Advertisements</b>				
<i>WDVCB Guide</i>	\$4,850.00	\$4,850.00	\$4,850.00	\$4,850.00
<i>Discover WI (2022 &amp; 2023)?</i>	\$7,500.00			\$0.00
<b>Billboards</b>				
<i>Sign Repair &amp; Maintenance</i>	\$7,950.00	\$11,664.00	\$11,154.00	\$2,000.00
<i>Interstate Signs (5)</i>	\$7,100.00		\$7,100.00	\$7,300.00
<i>Lake Delton Sign (Parkway Corner)</i>	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
<i>Hwy 12 &amp; Hwy 13 (Contract Up March 2023)</i>	\$11,500.00	\$11,500.00	\$11,500.00	\$12,000.00
<b>5620-210-2230 ADVERTISING &amp; BILLBOARDS</b>	<b>\$44,900.00</b>	<b>\$34,014.00</b>	<b>\$40,604.00</b>	<b>\$32,150.00</b>

<b>Business Improvement District</b>				
<b>YTD 2020 - DETAILED</b>				
<b>As of September 15, 2020</b>				
<b>FUND 21</b>	<b>2020 Budget</b>	<b>2020 YTD</b>	<b>Anticipated Year End 2020</b>	<b>Requested 2021 Budget</b>
<i>Woodside Way - 2021 Year 8 of 10</i>	\$85,000.00		\$85,000.00	\$85,000.00
<b>5620-210-2240 DEVELOPMENT AGREEMENT</b>	<b>\$85,000.00</b>	<b>\$0.00</b>	<b>\$85,000.00</b>	<b>\$85,000.00</b>
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$2,286.00	\$8,286.00	\$6,000.00
<i>DUKW - Wizard Quest Restroom</i>	\$16,661.00	\$12,454.66	\$16,661.00	\$16,995.00
<b>5620-210-2250 PUBLIC RESTROOMS</b>	<b>\$25,805.00</b>	<b>\$14,740.66</b>	<b>\$24,947.00</b>	<b>\$22,995.00</b>
<i>Bridge Flag Maintenance</i>	\$2,715.00	\$1,674.45	\$2,500.00	\$2,500.00
<u><i>Flowers - Thompson's Full Bloom</i></u>				
<i>Spring/Summer Flowers</i>	\$17,915.00	\$17,915.00	\$17,915.00	\$17,915.00
<i>Spring/Summer Maintenance</i>	\$16,080.00	\$16,080.00	\$16,080.00	\$16,080.00
<i>Plaza - Flower/Maintenance</i>	\$1,360.00		\$1,360.00	\$1,360.00
<i>Winter Flowers</i>	\$770.00		\$770.00	\$770.00
<u><i>Flowers - Country Bumpkin</i></u>				
<i>Autumn Street Decorations</i>	\$4,023.00		\$4,023.00	\$4,023.00
<i>Oak Street - Autumn Décor</i>	\$1,512.00		\$1,512.00	\$1,512.00
<b>5620-210-2700 MAINT. /REPAIR</b>	<b>\$44,375.00</b>	<b>\$35,669.45</b>	<b>\$44,160.00</b>	<b>\$44,160.00</b>
<b>TOTAL BID OPERATING</b>	<b>\$288,880.00</b>	<b>\$95,997.80</b>	<b>\$283,311.00</b>	<b>\$274,380.00</b>
<b>BID ECONOMIC DEVELOPMENT</b>				
<i>Plaza Contribution (50% 2019 - 50% 2020)</i>	\$87,500.00		\$87,500.00	
<i>Lighting Project</i>		\$5,799.13	\$5,799.13	
<i>Anchor Vignette Project - \$40,000 (2019-2020)</i>		\$24,820.00	\$24,820.00	
<i>Tree of Lights</i>			\$65,000.00	\$65,000.00
<i>Lighting - Other</i>				\$63,447.00
<b>5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$87,500.00</b>	<b>\$30,619.13</b>	<b>\$183,119.13</b>	<b>\$128,447.00</b>
<b>TOTAL EXPENSES</b>	<b>\$376,380.00</b>	<b>\$126,616.93</b>	<b>\$466,430.13</b>	<b>\$402,827.00</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>\$0.00</b>	<b>\$234,786.35</b>	<b>(\$89,990.13)</b>	<b>\$0.00</b>

**2020-2021 Meeting Schedule Proposal**  
**BID Committee**  
10.15.20

Meet 8:30 – 10:00 am

- January 6
- January 20
- February 3
- February 17
- March 3
- March 17
- April 7
- April 21
- May 5
- May 19
- June 2
- June 16
- July 7
- July 21
- August 11
- September 1
- September 8
- September 22
- October 6
- October 20
- November 3
- November 17
- December 1
- December 15