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

## Wednesday, October 30, 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 October 16, 2019 Meeting Minutes (attached)
3. Summer Entertainment Options
4. Riverwalk Anchor Update (attached)
5. 2020 Project Ideas:
   a. Revisit Kevin Ricks Plan
   b. Overall Downtown Art Plan – what/where/funding
   c. Lighting/Spotlights Trees/Cliffs/Buildings
   d. Grant Writers
   e. Ordinance Reviews
   f. Tree Trimming
6. WDVCB Employee Partnership Update – Jenifer Dobbs
7. Private Memorial Bench Donation
8. Adjourn

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

Tara Anchor, Chairperson
Agenda Posted: October 25, 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.

ITEM 2

**BID Committee**
**October 16, 2019**

**Attending:** Tara Anchor; chairwoman, Justin Draper; BID, Adam Makowski; BID, Kyler Royston; BID, Kevin Ricks; BID, Jesse DeFosse; BID, Mark Sweet; BID, Mayor Ed Wojnicz

Meeting called to order by Chairwoman Tara Anchor.
Motion made by Adam Makowski to approve October 2 minutes. Second by Kevin Ricks. Approved.

**ENTERTAINMENT LOCATIONS/ 2020:**
Item was tabled for discussion pending further details about the Trumble lot availability in 2020.

**BID PRIORITIES: 2020:**
A list of possible projects was reviewed. In no order of preference, that list includes:

Design of LaCrosse Street Hill area
Recognition of Bill Brown
Work with Parking Board on clear and concise signage on parking enforcement times
Additional downtown public restrooms
Improved downtown lighting
Better marketing of the River Walk
Pop -up shops for empty storefronts
Pedestrian bridge over the river
Trail system on west side of the river
Extension of bike path from the new high school (County Road A - Stand Rock Rd.)
Additional Public Plazas (Drinker's Dock and River Walk areas)
Development of art projects downtown.
Review and update of city ordinances.
Discussion of overlay plan for future downtown businesses.
Tree trimming throughout downtown.
Look at festival site for downtown.

Comments on some of these items were:

1. Costs of constructing a public restroom should be compared to the rents being paid out for restroom use presently.
2. Changing bulbs on the downtown street lights to white lamps would be a good first step. Lighting up the trees downtown should be looked at again as there may be a variety of methods to achieve a desired effect.
3. Marketing of the River Walk could include recognition of Joe Luete's "Soul of the River" photography display and the new Anchor vignette at the Broadway entry point.
4. Art projects for downtown could feature both water elements and Ho-Chunk Nation historic elements as themes. If private sponsorships or public grants are to be pursued, a plan needs to be developed for both the types of projects desired and possible locations. There will be a special show in Grand Rapids,Michigan in January which showcases major artists whose types of works might be considered in the future.
5. BID might want to actively discuss and promote the need for a festivals area downtown to be proactive to avoid losing other festivals to Lake Delton.

6. **Both the location and type of recognition honoring Bill Brown should include input from his family.**
7. **The Ricks' Master Plan should be reviewed again to help provide guidance on priorities moving ahead.**

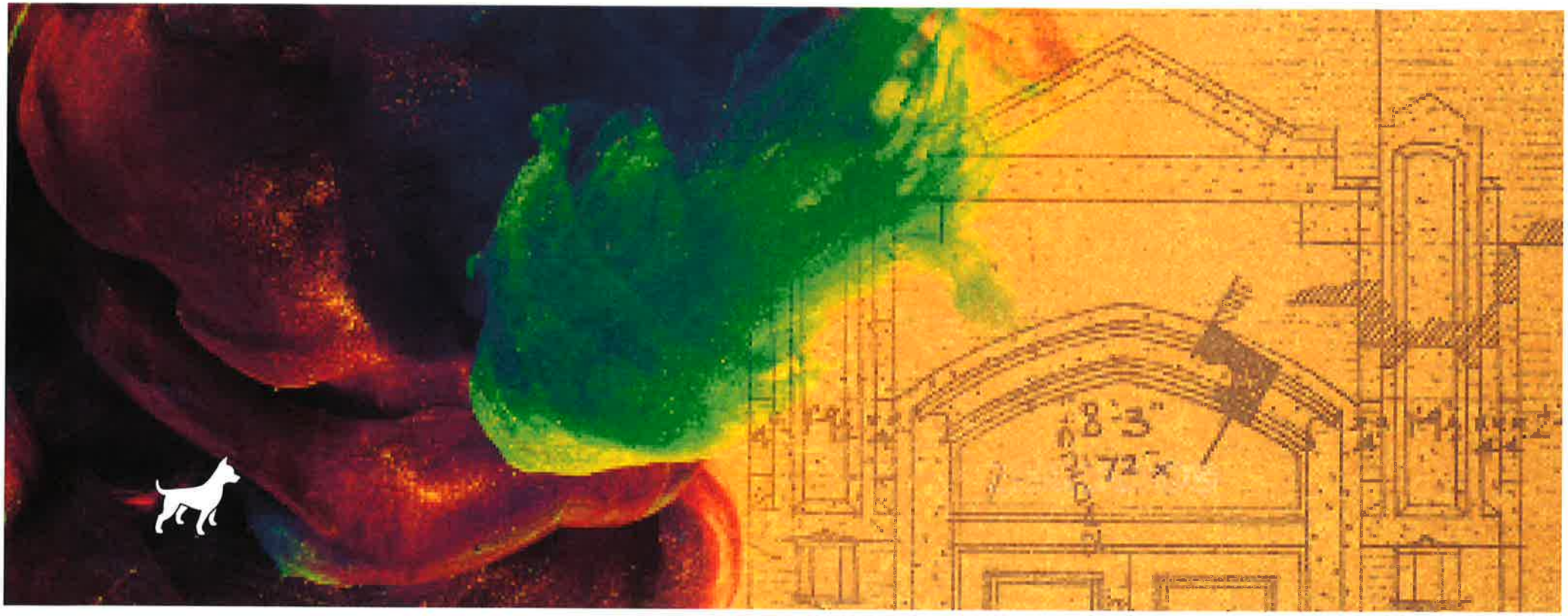
**Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.**

ITEM 4

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

# WISCONSIN DELLS
# RIVERWALK ANCHOR EXHIBIT

Wisconsin Dells Visitor & Convention Bureau
October 4, 2019



# DESIGN SIGN OFF

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Overview

CLIENT NOTES & FEEDBACK

☐ APPROVED AS IS

☐ APPROVED WITH CHANGES

SIGNATURE

# DESIGN SIGN OFF

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Front Map | Elevation & Copy

## DISCOVER
## HISTORY

**Welcome to Wisconsin Dells Riverwalk Experience**

**Stroll along the Wisconsin River and discover the rich history that accompanies the beautiful scenery. Artistic vignettes tell the stories of people, places, events and developments over time that have shaped the culture and progress of our community.**

Provided Copy
Word Count: 48 words (Including title)

CLIENT NOTES & FEEDBACK

☐ APPROVED AS IS

☐ APPROVED WITH CHANGES

SIGNATURE

DATE | CLIENT | JOB NUMBER | Description | Client Contact, Phone Number/Email

ZEBRADOG.com

# DESIGN SIGN OFF

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Front Map | Full Size Detail

# DESIGN SIGN OFF

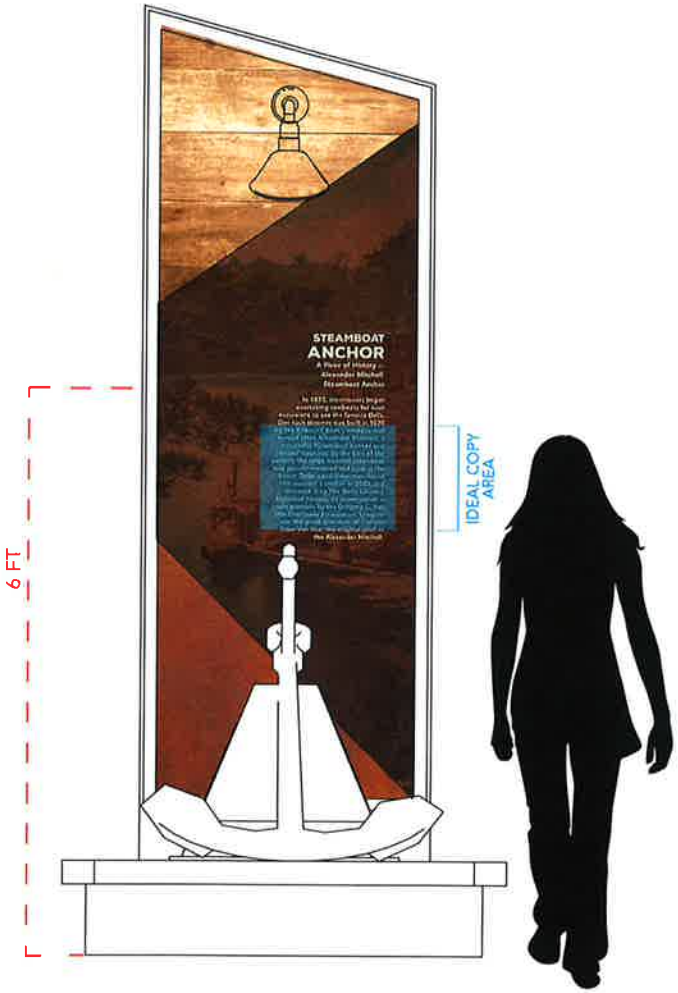
ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Front Map | Full Size Detail

# DESIGN SIGN OFF

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Back Anchor Story | Elevation & Copy




## STEAMBOAT ANCHOR

**A Piece of History — Alexander Mitchell Steamboat Anchor**

**In 1873, steamboats began overtaking rowboats for river excursions to see the famous Dells. One such steamer was built in 1878 by the Kilbourn Boat Company and named after Alexander Mitchell, a successful Milwaukee banker and railroad magnate. By the turn of the century, the large wooden steamboat was decommissioned and sunk in the Lower Dells. Local fishermen found the steamer's anchor in 2008 and donated it to The Dells Country Historical Society. Its preservation is made possible by the Gregory C. Van Wie Charitable Foundation. Gregory was the great grandson of Captain Dave Van Wie, the original pilot of the Alexander Mitchell.**

Provided Copy
Word Count: 112 words (including title)
RECOMMENDED WORD COUNT:
75 Words (including title)

CLIENT NOTES & FEEDBACK

☐ APPROVED AS IS

☐ APPROVED WITH CHANGES

SIGNATURE

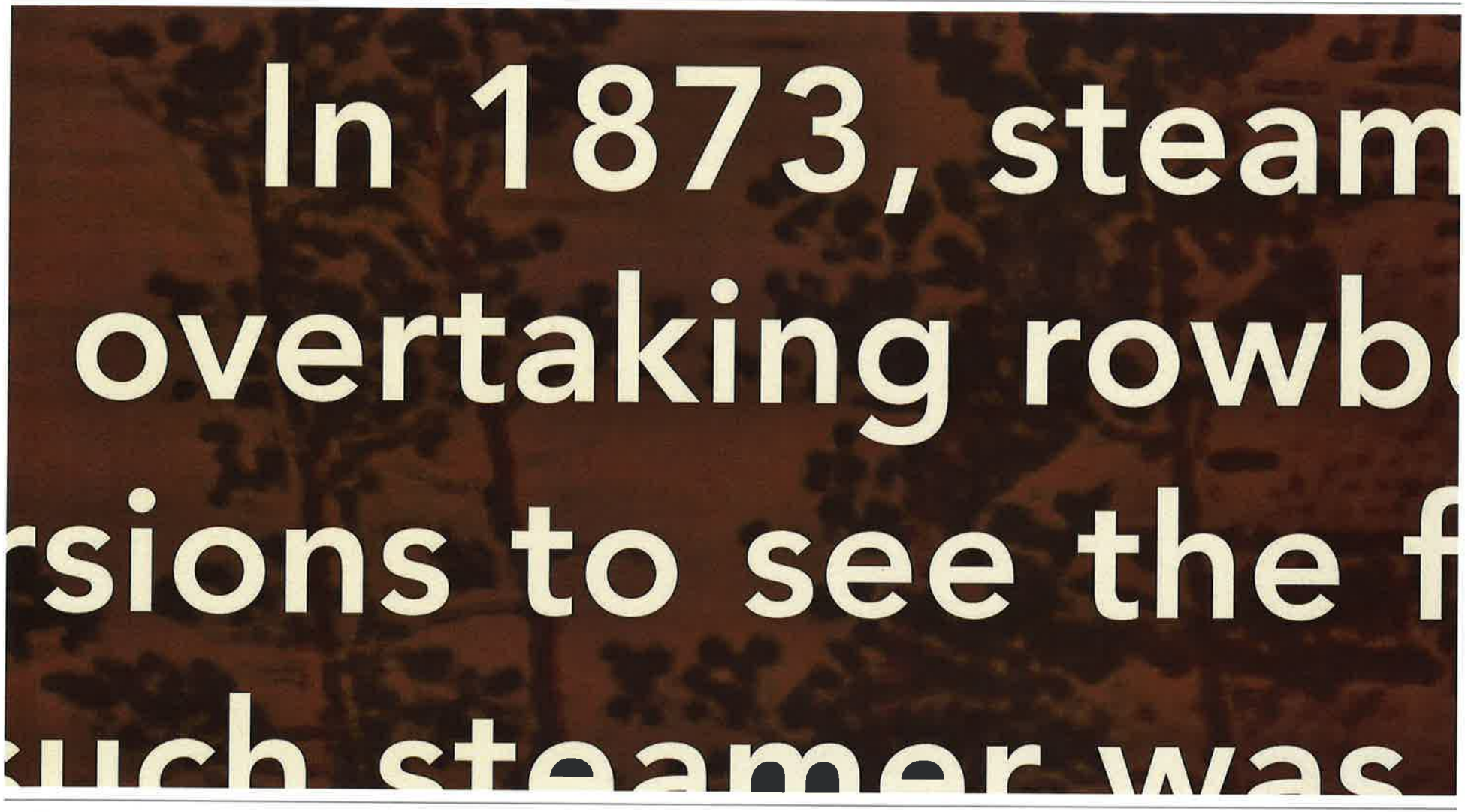
DATE | CLIENT | JOB NUMBER | Description | Client Contact, Phone Number/Email

ZEBRADOG.com

# DESIGN SIGN OFF

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Back Anchor Story | Full Size Detail



# DESIGN SIGN OFF

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

RIVERWALK ANCHOR EXHIBIT | Back Anchor Story | Full Size Detail