

**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**