

# Wis. Dells Business Improvement District (BID) Committee

## Revised - Meeting Agenda

Wednesday, November 13, 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, Kevin Ricks, Kyler Royston, vacant seat

---

1. Call to Order
2. Approval of the October 30, 2019 Meeting Minutes
3. Railroad Hill Landscaping Discussion/Possible Decision
4. Summer Entertainment Options
5. Riverwalk Anchor Update
6. Gatlinburg Review
7. Lighting and Spotlights
8. Ricks' Plan Review
9. Adjourn

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

Tara Anchor, Chairperson

Agenda Posted: November 6, 2019

Revised & Reposted: November 12, 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 Meeting Minutes  
October 30, 2019**

**Attending: Tara Anchor; chairwoman  
Justin Draper; BID  
Kyler Royston; BID  
Adam Makowski; BID  
Dan Gavinski; BID  
Mark Sweet; BID**

**Mayor Ed Wojnicz  
Chris Tollaksen; Public Works  
Jenifer Dobbs; WDVCB  
Brian Holzem  
Jenna Loda Eddy**

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

**Motion to approve the October 16, 2019 meeting minutes made by Kyler Royston. Second by Adam Makowski. Approved.**

**SUMMER ENTERTAINMENT LOCATIONS / 2020:**

**The Trumble Family would be willing to reduce the rent for the lot from \$6000 down to \$5000 next summer. There has been communication with Pastor Steve from United Presbyterian Church regarding concerns about the location being used again in 2020. Concerns were also voiced about the state of reconstruction of the Chalet property next summer and sidewalk access on the 400 block preceding the Trumble lot area. Other alternatives are to move entertainment to various private locations or to not stage at all in 2020. Consensus was to continue communication with Pastor Steve to try to work out the differences about the use of the lot. Committee was also asked to consider use of the River Walk area for certain types of lower-key entertainment.**

**RIVER WALK ANCHOR:**

**Final design review including font type and font color to be used on both sides of the anchor display/vignette. Adam Makowski made a motion to approve the final design of the vignette and anchor display as presented. Second by Kyler Royston. Approved unanimously. Michael Signs staff continues to work on solar lighting ideas for the display.**

**WDVCB EMPLOYEE PARTNERSHIP:**

**Jenifer Dobbs indicated a job description is nearly complete for the new position. There has already been communication with the City about how the mechanism will work for recording employee hours dedicated to BID events/festivals. Jenifer assured the committee that although the WDVCB is actively interested in securing a permanent large festival grounds site which would be in Lake Delton, that action should be considered to complement existing and future events for the downtown. Other than moving the large tent for Dells on Tap, no other events would be removed or impacted. She anticipated no conflict of interests when it would come to the time devoted by the future employee.**

**2020 PRIORITIES:**

**Six proposed projects for 2020 were discussed. All six will continue to be on future agendas as warranted.**

**AGENDA: NOVEMBER 13 MEETING:**

**Items planned for the November 13 meeting will include summer entertainment location update, possible discussion on downtown lighting areas, review of BID members visit to Gatlinburg. If there is time, the Ricks Master Plan will be reviewed.**

**Motion to adjourn made by Kyler Royston. Second by Adam Makowski. Approved.**



