

Wis. Dells Business Improvement District (BID) Committee

Meeting Agenda

Wednesday, September 4, 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 August 21, 2019 Meeting Minutes (attachment)
3. Discover Wisconsin Presentation – Lisa Beck
4. Entertainment Lot – Plaza Items
5. Convene into Closed Session Pursuant to State Statute 19.85(1)(e) *for conducting other specified public business whenever competitive or bargaining reasons require closed session.*
6. Reconvene into Open Session; Any Action if Needed
7. Discussion/Decision on Billboard Maintenance and Art Work (attachment)
8. Approval of Land Lease Agreements for billboards
9. Approval of Public Restroom Agreements (attachment)
 - a. DUKW
 - b. Bavarian Village
10. 2020 Budget Work (attachment)
11. Riverwalk Vignette/Anchor Project
12. Next Meeting – Wednesday, September 18, 2019
13. Adjournment

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

Tara Anchor, Chairperson

Agenda Posted: August 29, 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
August 21, 2019**

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz
Justin Draper; BID	Thad Meister; Parks and Recreation
Dan Gavinski; BID	Gail Jermier
Kyler Royston; BID	Chris Tollaksen; Public Works
Adam Makowski; BID	Brian Holzem
Jesse DeFosse; BID	Jenna Loda Eddy
Mark Sweet; BID	Tom Turbett
Kevin Ricks; BID excused	Peter Culver; Dells Events

Meeting called to order by Chairwoman Tara Anchor.

**Motion made by Kyler Royston to approve August 7 minutes. Second by Dan Gavinski.
Approved.**

LA CROSSE STREET HILL:

Artist renderings of the La Crosse street hill area near the railroad bridge were presented by Thad Meister. The design included a retaining wall with Dells River Arts District and significant plantings. Plantings could be installed by next spring if there was a decision made soon to proceed with the project. The Parks and Recreation Department has some funds available for plantings. Concern was expressed for people gathering in the paved area in front of the display and safety from nearby moving vehicles. Discussion was tabled but will be part of the 2020 BID budget discussions. At this time, no precise figures were made available for completion of the hill area as presented.

ELM STREET PLAZA:

MSA has given the City an estimate for construction of an Elm Street Plaza ranging from \$600,000 up to \$1,000,000 depending on features included or excluded. Kevin Ricks is in the process of seeking approval for a \$250,000 grant from WDEC (Wisconsin Economic Development Corporation) for the overall Chalet renovation. If approved by WDEC, Kevin would turn over the grant money to the City to be used for development of the plaza next to the building. As part of a developer's agreement, the City would cap the money spent on the Elm Street plaza at \$600,000. Up to half of the \$350,000 not covered under the WDEC grant would come from TIF District funds. BID is being asked to fund the remaining money needed (\$175,000). The committee was urged to have \$87,500 come from the 2019 budget and the remaining half be set aside in the 2020 budget. Mayor Wojnicz suggested that the Visitors Bureau be approached for assistance through the special Economic Development fund. Questions were raised that there is a need for more specificity about the level of investment Kevin Ricks is planning to put into the building as well as the economic projections for the new Wizard Quest. It was also felt that the Parking Board should be approached about contributing towards the plaza as increased traffic is expected to result from the entire project.

Dan Gavinski made a motion to approve BID funding of \$175,000 toward the Elm Street Plaza with \$87,500 coming from the 2019 budget and \$87,500 coming out of the 2020 budget. Approval will be contingent on receiving more specific information from Kevin Ricks and approaching the Parking Board for assistance. Second by Mark Sweet. Approved unanimously.

The City is asking BID to officially commit to a level of funding for programming at the Elm Street Plaza over a period of years. The recommended amount was set at \$24,000 per year.

Discussion of the recommendation included seeking answers to questions of who will hold continuing responsibility to program the plaza area, who will be responsible for the long term maintenance of the plaza and who might receive income derived from any rental of the plaza area.

Mark Sweet made a motion for BID to commit to \$24,000 per year for programming at the Elm Street Plaza for the near future. Second by Dan Gavinski. Approved unanimously.

RIVER WALK ANCHOR UPDATE:

Progress continues to be made on the engineering report and on the anchor refurbishment. A copy of a photo provided by the State Historical Society clearly shows the Alexander Mitchell steamboat at the Witches Gulch area on the river. The picture would be sized for the anchor display side of the vignette for an 8 foot to 10 foot area.

Justin Draper made a motion to approve the use of the image being provided by the State Historical Society. Second by Dan Gavinski. Approved unanimously.

Zebra Dog is continuing to work on finding the right photo images for the other side of the anchor vignette. It is prepared to look at various alternatives. It was suggested that Joe Leute be contacted to see if he has photos that would be better suited to the vignette.

ILLINOIS AVENUE STREET BANNERS:

Justin Draper made a motion to approve the final photo images for the four banners as presented. Second by Kyler Royston. Approved unanimously.

DISCOVER WISCONSIN SHOW:

The Discover Wisconsin TV show is putting together a proposal to film an entire 30 minute show on downtown Wisconsin Dells. Production cost of the episode would be \$48,000. It could be filmed next year and shown during 2021. It would be possible for the cost to be shared with featured businesses. The cost could be spread over more than one year. The committee asked that the Discover Wisconsin representative be invited to a future meeting.

MEETING: SEPTEMBER 4: The main agenda item will be to work on the 2020 BID budget. The Discover Wisconsin representative will be asked to make a presentation.

Motion to adjourn made by Justin Draper. Second by Adam Makowski. Approved.

**CITY OF WISCONSIN DELLS - BID
Billboard Lease Summary**

Location	Notes	COST TO REDO
Welcome Signs		
<i>Highway 16 Sign - Welcome Sign</i>	<i>Need to be redone but could wait until 2021.</i>	<i>Tom can quote</i>
<i>Highway 13 Sign -across from Waubeek</i>	<i>Need to be redone but could wait until 2021.</i>	<i>Tom can quote</i>
<i>Highway 23 Sign - coming from Briggsville</i>	<i>Need to be redone but could wait until 2021.</i>	<i>Tom can quote</i>
Adams Street, Lake Delton by ADCI 20x10	Vinyl wrap - green downtown; done in 2016?	\$3454 for all 3
HWY 12 near Hulbert Creek - Timbavati Parking Lot 12x24	Vinyl wrap - green downtown; done in 2016?	
HWY 13 near Hulbert Creek - Lower Dells 12x24	Vinyl wrap - green downtown; done in 2016?	
Interstate Signs		
Columbia Co. Sec 7; Mile M 117 LODI	JUST REDID in 2019	\$0
Mile Marker 14 - I-90 West Salem	Needs to be redone	\$2,650
Lien Road, Township of Burke - Dane Co. MM 138	NEEDS IT - IS THAT LAND GETTING DEVELOPED?	\$2,650
Dane Co. Sec 14 - MM128 DeForest	DONE in 2018	\$0
Township of Lisbon Sec 15 - Juneau Co MM65 Between NL and Mauston	Needs to be re done	\$2,650

\$7950 for all 3 I90 signs

\$11,404 for all 6 signs

**Public Restroom Agreement
DUKW and Wisconsin Dells BID**

This Agreement is by and between the following parties:

- City of Wisconsin Dells and its Business Improvement District Committee (BID)
- DUKW, LLC (DUKW)

Recitals

- A. DUKW is a party to an agreement which permits public access and use of restroom facilities in the building premises at 105 Broadway; Tax Parcel Number: 11291-604.04
- B. DUKW will share its access and use privileges with BID and the general public pursuant to this agreement.

Agreement

1. For a term of five (5) years beginning July 1, 2020 and ending June 30, 2025, BID and the general public shall have access and use of the restrooms in the 105 Broadway parcel pursuant to and consistent with DUKW's rights and privileges.
2. Every three months, during the term of this agreement, beginning July 1, 2020 BID shall pay to DUKW \$4,206.54. The payment amount shall increase by two percent (2%) annually beginning July 1, 2021.
3. The payment by BID to DUKW shall compensate DUKW for its care, maintenance and cleaning of the restrooms which shall be the sole responsibility of DUKW.
4. Upon 90 days notice, in writing, BID or DUKW may terminate this agreement at any time for any reason in its sole discretion; and, this agreement shall terminate immediately upon termination of DUKW's access and use privileges.
5. The restrooms shall be open to the general public at all times that they are open to patrons of DUKW.
6. DUKW shall cooperate with BID to erect and maintain signs which provide directions to the public restrooms.

7. At all times during the term of this agreement, the public restrooms and access thereto shall comply with the applicable provisions of the Americans with Disabilities Act.
8. DUKW and BID shall have and maintain in full force and effect public liability and property damage insurance with respect to the use of the restroom facilities. Such policies shall name both DUKW and the City as insureds and shall have limits of at least \$1,000,000.00 for injury or death to one person; \$3,000,000.00 for any incident; and, \$100,000.00 with respect to property damage. Upon demand, each party shall provide proof of insurance to the other.
9. This Agreement shall bind the parties, its successors and assigns.
10. No modification, alteration or amendment to this agreement shall be binding upon any party hereto until such modification, alteration or amendment is reduced to writing and executed by both parties hereto.
11. The laws of the State of Wisconsin shall govern this agreement. Venue for any disputes regarding this agreement shall be the Circuit Court for Columbia County.
12. If any provisions of this agreement shall be held or deemed to be or shall, in fact, be inoperative or unenforceable as applied in any particular case in any jurisdiction or jurisdictions or in all jurisdictions, or in all cases because it conflicts with any other provision or provisions hereof or any constitution or statute or rule of public policy, or for any other reason, such circumstance shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstance, or of rendering any other provision or provisions herein contained invalid, inoperative or unenforceable to any extent whatever.
13. DUKW represents and warrants that it has the right to share its access and use privileges pursuant to this agreement.
14. The execution of this Agreement was authorized by the Wisconsin Dells BID Committee on September 4, 2019.

DUKW, LLC

Dated: _____, 2019

By: _____

Name: Daniel J. Gavinski

Its: _____

CITY OF WISCONSIN DELLS

Dated: _____, 2019

Edward E. Wojnicz, Mayor

Dated: _____, 2019

Nancy R. Holzem, City Clerk

Dated: _____, 2019

Tara Anchor, Business
Improvement District
Committee Chair

**Public Restroom Agreement
Bavarian Village & Wisconsin Dells BID**

This Agreement is by and between the following parties:

- City of Wisconsin Dells and its Business Improvement District Committee (BID)
- Bavarian Village, LLC (BV)

Recitals

- A. BV owns the "Bavarian Village" commercial premises located at 436 Broadway, Wisconsin Dells.
- B. BV will make available and open to the general public the restrooms on the premises.
- C. BID will compensate BV for the public accommodations pursuant to this agreement.

Agreement

1. The restrooms at 436 Broadway premises shall be open to the general public from October 1, 2019 through September 30, 2020.
2. Every three months, during the term of this agreement, beginning October 1, 2019 the BID shall pay to BV \$2,286.00.
3. The payment by BID to BV shall compensate BV for the care, maintenance and cleaning of the restrooms which shall be the sole responsibility of BV.
4. Upon 90 days notice, in writing, BID or BV may terminate this agreement at any time for any reason in its sole discretion.
5. The restrooms shall be open to the general public at all times that they are open to patrons of 436 Broadway.
6. BV shall cooperate with BID to erect and maintain signs which provide directions to the public restrooms.

7. At all times during the term of this agreement, the public restrooms and access thereto shall comply with the applicable provisions of the Americans with Disabilities Act.
8. BV and BID shall have and maintain in full force and effect public liability and property damage insurance with respect to the use of the restroom facilities. Such policies shall name both BV and the City as insured's and shall have limits of at least \$1,000,000.00 for injury or death to one person; \$3,000,000.00 for any incident; and, \$100,000.00 with respect to property damage. Upon demand, each party shall provide proof of insurance to the other.
9. This Agreement shall bind the parties, its successors and assigns.
10. No modification, alteration or amendment to this agreement shall be binding upon any party hereto until such modification, alteration or amendment is reduced to writing and executed by both parties hereto.
11. The laws of the State of Wisconsin shall govern this agreement. Venue for any disputes regarding this agreement shall be the Circuit Court for Columbia County.
12. If any provisions of this agreement shall be held or deemed to be or shall, in fact, be inoperative or unenforceable as applied in any particular case in any jurisdiction or jurisdictions or in all jurisdictions, or in all cases because it conflicts with any other provision or provisions hereof or any constitution or statute or rule of public policy, or for any other reason, such circumstance shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstance, or of rendering any other provision or provisions herein contained invalid, inoperative or unenforceable to any extent whatever.
13. The execution of this Agreement was authorized by the Wisconsin Dells BID Committee on September 4, 2019.

BAVARIAN VILLAGE, LLC

Dated: _____, 2019

By:

CITY OF WISCONSIN DELLS

Dated: _____, 2019

Edward E. Wojnicz, Mayor

Dated: _____, 2019

Nancy R. Holzem, City Clerk

Dated: _____, 2019

Tara Anchor, Business
Improvement District
Committee Chair

Business Improvement District				
YTD 2019 - DETAILED				
As of August 31, 2019				
FUND 21	2019 Budget	2019 YTD	Anticipated Year End 2019	Requested 2020 Budget
BID REVENUE			<i>Goal:</i>	\$328,362.75
<i>BID Assessments</i>	\$326,831.00	\$326,830.82	\$326,830.82	
4270-210 BID ASSESSMENT REVENUE	\$326,831.00	\$326,830.82	\$326,830.82	\$0.00
<i>Miscellaneous Revenue</i>	\$0.00	\$0.00	\$0.00	\$0.00
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$0.00	\$0.00	\$0.00
<i>Interest From Operating Bank Account</i>	\$180.00	\$127.40	\$180.00	\$160.00
4812-210 INTEREST ON INVESTMENTS	\$180.00	\$127.40	\$180.00	\$160.00
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00
4920-210 TRANSFER FROM SURPLUS	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00
TOTAL BID REVENUE	\$342,011.00	\$326,958.22	\$342,010.82	\$15,160.00
BID OPERATING EXPENSES				
<i>Downtown Seasonal Clean-up</i>	\$1,500.00	\$445.00	\$1,000.00	
5620-210-1000 SALARIES	\$1,500.00	\$445.00	\$1,000.00	\$0.00
<i>Foresite Software - Email/Trumble</i>	\$250.00	\$77.70	\$77.70	
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$415.00	\$500.00	
5620-210-2000 OPERATING SUPPLIES	\$750.00	\$492.70	\$577.70	\$0.00
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$770.00	\$770.00	\$1,300.00
<i>Attorney Fees - Hasler</i>	\$5,000.00	\$2,916.69	\$5,000.00	\$5,000.00
5620-210-2001 LEGAL & AUDIT FEES	\$6,300.00	\$3,686.69	\$5,770.00	\$6,300.00
<i>Downtown Entertainment - Performers</i>	\$22,000.00	\$0.00	\$22,000.00	\$24,000.00
<i>Trumble Lot Lease & Stage</i>	\$0.00	\$7,024.12	\$7,000.00	
<i>Winter Festival - TBD</i>	\$30,000.00	\$0.00	\$0.00	
<i>July 4th Celebration</i>	\$4,500.00	\$1,198.28	\$1,198.28	\$4,500.00
5620-210-2220 FESTIVALS & ENTERTAINMENT	\$56,500.00	\$8,222.40	\$30,198.28	\$28,500.00
Advertisements				
<i>Ad-Lit Front Desk Check in Packet</i>	\$2,500.00	\$2,500.00	\$2,500.00	
<i>WDVCB Guide</i>	\$4,850.00	\$4,850.00	\$4,850.00	
<i>Online Marketing</i>	\$12,000.00	\$0.00	\$0.00	

**Business Improvement District
YTD 2019 - DETAILED
As of August 31, 2019**

<u>FUND 21</u>	<u>2019 Budget</u>	<u>2019 YTD</u>	<u>Anticipated Year End 2019</u>	<u>Requested 2020 Budget</u>
Billboards				
<i>Sign Repair & Maintenance</i>	\$1,200.00	\$2,830.00	\$2,830.00	
<i>Interstate Signs (5)</i>	\$6,600.00	\$0.00	\$6,600.00	\$7,000.00
<i>Lake Delton Sign (Parkway Corner)</i>	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
<i>Hwy 12 & Hwy 13 (Contract Up March 2020)</i>	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
5620-210-2230 ADVERTISING & BILLBOARDS	\$44,650.00	\$27,680.00	\$34,280.00	\$24,500.00
<i>Woodside Way - 2020 Year 7 of 10</i>	\$85,000.00	\$0.00	\$85,000.00	\$85,000.00
5620-210-2240 DEVELOPMENT AGREEMENT	\$85,000.00	\$0.00	\$85,000.00	\$85,000.00
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$6,858.00	\$9,144.00	\$0.00
<i>DUKW - Wizard Quest Restroom</i>	\$16,335.00	\$12,210.46	\$16,335.00	\$16,661.00
5620-210-2250 PUBLIC RESTROOMS	\$25,479.00	\$19,068.46	\$25,479.00	\$16,661.00
<i>Bridge Flag Maintenance</i>	\$3,500.00	\$190.00	\$500.00	
<u><i>Flowers - Thompson's Full Bloom</i></u>				
<i>Spring/Summer Flowers</i>	\$17,267.00	\$17,267.00	\$17,267.00	\$17,267.00
<i>Spring/Summer Maintenance</i>	\$13,080.00	\$13,080.00	\$13,080.00	\$13,080.00
<i>Winter Flowers</i>	\$2,450.00	\$0.00	\$2,450.00	
<u><i>Flowers - Country Bumpkin</i></u>				
<i>Autumn Street Decorations</i>	\$4,023.00	\$0.00	\$4,023.00	
<i>Oak Street - Autumn Décor</i>	\$1,512.00	\$0.00	\$1,512.00	
5620-210-2700 MAINT. /REPAIR	\$41,832.00	\$30,537.00	\$38,832.00	\$30,347.00
TOTAL BID OPERATING	\$262,011.00	\$90,132.25	\$221,136.98	\$191,308.00
BID ECONOMIC DEVELOPMENT				
<i>New Project - TBD</i>	\$80,000.00	\$6,200.00	\$80,000.00	\$87,500.00
5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES	\$80,000.00	\$6,200.00	\$80,000.00	\$87,500.00
TOTAL EXPENSES	\$342,011.00	\$96,332.25	\$301,136.98	\$278,808.00
REVENUES OVER/(UNDER) EXPENDITURES	\$0.00	\$230,625.97	\$40,873.84	(\$263,648.00)

CITY OF WISCONSIN DELLS
BID - Assessed Value
by Zone

Zone	<u>Assessed Value for 2019</u>	<u>Assessed Value for 2018</u>	<u>Change</u>
1	\$ 39,700,000.00	\$ 39,636,000.00	\$ 64,000.00
2	\$ 18,888,300.00	\$ 18,737,000.00	\$ 151,300.00
3	\$ 20,721,800.00	\$ 20,993,600.00	\$ (271,800.00)
4	\$ 65,994,500.00	\$ 64,845,400.00	\$ 1,149,100.00
5	\$ 118,514,700.00	\$ 117,880,200.00	\$ 634,500.00
	<u>\$ 263,819,300.00</u>	<u>\$ 262,092,200.00</u>	<u>\$ 1,727,100.00</u>

	<u>Assessed Value</u>	<u>BID Budget</u>
2019 Assessed Value	\$263,819,300	\$328,363
2018 Assessed Value	\$262,092,200	\$326,831
Gain(Loss)	\$1,727,100	\$1,532



novotnycommunications

PR Print, Broadcast, Online...EXPOSURE

ITEM 11

Riverwalk Entrance Exhibit – copy for each side

[Map Exhibit Panel Copy - FRONT]

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.

[Anchor Exhibit Panel Copy – BACK]

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 had its last run, 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.

