

# Wis. Dells Business Improvement District (BID) Committee

## Meeting Agenda

Wednesday, September 18, 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

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1. Call to Order
2. Approval of the September 4, 2019 Meeting Minutes (attached)
3. Riverwalk Anchor Project Update (Tara)
  - a. Dave's Welding
  - b. Attachments sent to Dave
  - c. Base Fabrication
4. 2020 Budget Work (attached)
  - a. Flowers
  - b. Oak Street – Fall
  - c. La Crosse Street Hill
  - d. WDVCB Admin Support, Festival & Events
  - e. Maintenance – linseed oil
5. Gatlinburg Trip (Kevin)
6. Downtown Product Improvement Ideas
7. Elm Street Project Update
8. Next Meeting – Wednesday, October 2, 2019
9. Adjournment

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

Tara Anchor, Chairperson

Agenda Posted: September 13, 2019

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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  
September 4, 2019**

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

**Lisa Beck  
Mayor Ed Wojnicz  
Chris Tollaksen; Public Works  
Karen Terry; City Treasurer  
Jenifer Dobbs; WDVCB  
Jenna Loda Eddy**

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

**Motion to approve August 21 minutes made by Jesse DeFosse. Second by Kyler Royston.  
Approved.**

**DISCOVER WISCONSIN PRESENTATION:**

**Lisa Beck provided BID with information about a show on Discover Wisconsin with would be totally devoted to the downtown. Filming for an episode airing in 2021 would take place in 2020. A 2022 episode would be filmed in 2021. The program has about 20 minutes of actual program content which could be subdivided with other business partners if desired. There are 4 segments each lasting about 4 1/2 minutes. Total cost is \$45,000 which can be paid over 3 years. The package would include a digital presence on the Discover website, social media, blog, e-newsletter, calendar of events and radio. The show would air twice a year over a period of two years. Digital packages with the TV shows are also available at a lower price. Discussion was tabled until later in the meeting as part of work on the 2020 BID budget.**

**CEDAR ST. ENTERTAINMENT LOT:**

**Jenifer Dobbs reported that the stage and furnishings have already been taken down. General response has been favorable to the location.**

**CLOSED SESSION:**

**Adam Makowski made a motion to enter into closed session pursuant to State Statute 19.85 (1) (e). Second by Jesse DeFosse. Approved unanimously by roll call vote. Dan Gavinski made a motion to reconvene in open session. Second by Adam Makowski. Approved.**

**Adam Makowski made a motion to approve contracts discussed during closed session. Second by Dan Gavinski. Approved unanimously.**

**BILLBOARD MAINTENANCE / ART WORK:**

**Tom Turbett from Rainbow Signs completed a review of the condition of all billboards currently being used. His recommendation was that the three billboards on the interstate be redone at a cost of \$2650 each. The other billboards do not require immediate attention.**

**PUBLIC RESTROOM AGREEMENTS:**

**Contracts to renew public restrooms agreements with DUKW at Wizard Quest and with Bavarian Village were reviewed. Adam Makowski made a motion to approve both agreements as discussed. Second by Jesse DeFosse. Approved with Dan Gavinski abstaining.**

**2020 BID BUDGET:**

Work session commenced on the 2020 BID budget. Special assessment is expected to generate a slight increase of \$1532 in operating revenue. Pending final committee approval at the next meeting, changes included the addition of \$7,500 for a first year payment on BID segments for the Discover Wisconsin program, increase in seasonal clean-up line item, increase to cover interstate billboard art work, and an increase to replace American flag at the bridge. Winter festival funds were removed from the budget with the possibility some festival funds could be restored from undesignated surplus to be carried over into next year.

**RIVER WALK ANCHOR / VIGNETTE:**

Proposed copy for both sides of the vignette from Andrea Novotny was reviewed and approved by consensus. Map for the front of the vignette was also reviewed with minor tweaks to still be considered.

**NEXT AGENDA: SEPTEMBER 18 MEETING:**

Items to be taken up will include final approval of 2020 BID Operating budget, consideration of meeting schedule for 2020, discussion of tourism in Gatlinburg, Tenn and other items to be determined.

Motion to adjourn made by Kevin Ricks. Second by Adam Makowski. Approved.

<b>Business Improvement District</b>				
<b>YTD 2019 - DETAILED</b>				
<b>As of August 31, 2019</b>				
<b>FUND 21</b>	<b>2019 Budget</b>	<b>2019 YTD</b>	<b>Anticipated Year End 2019</b>	<b>Requested 2020 Budget</b>
<b>BID REVENUE</b>			<i>Goal:</i>	<i>\$328,362.75</i>
<i>BID Assessments</i>	\$326,831.00	\$326,830.82	\$326,830.82	<b>\$328,362.00</b>
<b>4270-210 BID ASSESSMENT REVENUE</b>	<b>\$326,831.00</b>	<b>\$326,830.82</b>	<b>\$326,830.82</b>	<b>\$328,362.00</b>
<i>Miscellaneous Revenue - (Grant for Anchor Project)</i>	\$0.00	\$0.00	\$26,536.00	\$0.00
<b>4800-210 MISCELLANEOUS REVENUE</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$26,536.00</b>	<b>\$0.00</b>
<i>Interest From Operating Bank Account</i>	\$180.00	\$127.40	\$180.00	\$160.00
<b>4812-210 INTEREST ON INVESTMENTS</b>	<b>\$180.00</b>	<b>\$127.40</b>	<b>\$180.00</b>	<b>\$160.00</b>
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00
<b>4920-210 TRANSFER FROM SURPLUS</b>	<b>\$15,000.00</b>	<b>\$0.00</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>
<b>TOTAL BID REVENUE</b>	<b>\$342,011.00</b>	<b>\$326,958.22</b>	<b>\$368,546.82</b>	<b>\$343,522.00</b>
<b>BID OPERATING EXPENSES</b>				
<i>Downtown Seasonal Clean-up</i>	\$1,500.00	\$565.00	\$1,000.00	\$1,500.00
<b>5620-210-1000 SALARIES</b>	<b>\$1,500.00</b>	<b>\$565.00</b>	<b>\$1,000.00</b>	<b>\$1,500.00</b>
<i>Foresite Software - Email/Trumble</i>	\$250.00	\$77.70	\$77.70	
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$415.00	\$500.00	\$500.00
<b>5620-210-2000 OPERATING SUPPLIES</b>	<b>\$750.00</b>	<b>\$492.70</b>	<b>\$577.70</b>	<b>\$500.00</b>
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$770.00	\$1,300.00	\$1,300.00
<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>\$3,686.69</b>	<b>\$6,300.00</b>	<b>\$6,300.00</b>
<i>Downtown Entertainment - Performers</i>	\$22,000.00	\$0.00	\$22,000.00	\$24,000.00
<i>Trumble Lot Lease &amp; Stage</i>	\$0.00	\$7,024.12	\$7,000.00	\$7,000.00
<i>Festivals - TBD</i>	\$30,000.00	\$0.00	\$0.00	\$17,635.00
<i>July 4th Celebration</i>	\$4,500.00	\$1,198.28	\$1,198.28	\$4,500.00
<b>5620-210-2220 FESTIVALS &amp; ENTERTAINMENT</b>	<b>\$56,500.00</b>	<b>\$8,222.40</b>	<b>\$30,198.28</b>	<b>\$53,135.00</b>
<b>Advertisements</b>				
<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	\$4,850.00
<i>Discover WI</i>	\$12,000.00	\$0.00	\$0.00	\$7,500.00

**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>
<b>Billboards</b>				
<i>Sign Repair &amp; Maintenance</i>	\$1,200.00	\$2,830.00	\$2,830.00	\$7,950.00
<i>Interstate Signs (5)</i>	\$6,600.00	\$0.00	\$6,600.00	\$7,100.00
<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 2020)</i>	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
<b>5620-210-2230 ADVERTISING &amp; BILLBOARDS</b>	<b>\$44,650.00</b>	<b>\$27,680.00</b>	<b>\$34,280.00</b>	<b>\$44,900.00</b>
<i>Woodside Way - 2020 Year 7 of 10</i>	\$85,000.00	\$0.00	\$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	\$6,858.00	\$9,144.00	\$9,144.00
<i>DUKW - Wizard Quest Restroom</i>	\$16,335.00	\$12,210.46	\$16,335.00	\$16,661.00
<b>5620-210-2250 PUBLIC RESTROOMS</b>	<b>\$25,479.00</b>	<b>\$19,068.46</b>	<b>\$25,479.00</b>	<b>\$25,805.00</b>
<i>Bridge Flag Maintenance</i>	\$3,500.00	\$190.00	\$500.00	\$3,000.00
<b>Flowers - Thompson's Full Bloom</b>				
<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	
<b>Flowers - Country Bumpkin</b>				
<i>Autumn Street Decorations</i>	\$4,023.00	\$0.00	\$4,023.00	\$4,023.00
<i>Oak Street - Autumn Décor</i>	\$1,512.00	\$0.00	\$1,512.00	\$1,512.00
<b>5620-210-2700 MAINT. /REPAIR</b>	<b>\$41,832.00</b>	<b>\$30,537.00</b>	<b>\$38,832.00</b>	<b>\$38,882.00</b>
<b>TOTAL BID OPERATING</b>	<b>\$262,011.00</b>	<b>\$90,252.25</b>	<b>\$221,666.98</b>	<b>\$256,022.00</b>
<b>BID ECONOMIC DEVELOPMENT</b>				
<i>Plaza Contribution (50% 2019 - 50% 2020)</i>	\$80,000.00		\$87,500.00	\$87,500.00
<i>Ricks Downtown Proposal - \$10,000 (2018-2019)</i>		\$5,000.00	\$5,000.00	
<i>Anchor Vignette Project - \$40,000</i>		\$1,200.00	\$40,000.00	
<b>5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$80,000.00</b>	<b>\$6,200.00</b>	<b>\$132,500.00</b>	<b>\$87,500.00</b>
<b>TOTAL EXPENSES</b>	<b>\$342,011.00</b>	<b>\$96,452.25</b>	<b>\$354,166.98</b>	<b>\$343,522.00</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>\$0.00</b>	<b>\$230,505.97</b>	<b>\$14,379.84</b>	<b>\$0.00</b>

**CITY OF WISCONSIN DELLS  
 BID Assessment Formula**

2020 Budget \$328,362

Zone	Rate Ratio	Mill Rate	Value	Assessment
1	1	\$ 3.09	\$ 39,700,000	\$ 122,829.60
2	0.666666667	\$ 2.06	\$ 18,888,300	\$ 38,959.57
3	0.583333333	\$ 1.80	\$ 20,721,800	\$ 37,398.73
4	0.333333333	\$ 1.03	\$ 65,994,500	\$ 68,061.11
5	0.166666667	\$ 0.52	\$ 118,514,700	\$ 61,112.99
Total			\$ 263,819,300	\$ 328,362.00

Zone	Rate Ratio	2019	2020 Mill Rate	% of Inc/Dec
1	1	\$ 3.09	\$ 3.09	0.00%
2	0.666666667	\$ 2.06	\$ 2.06	0.00%
3	0.583333333	\$ 1.80	\$ 1.80	0.00%
4	0.333333333	\$ 1.03	\$ 1.03	0.00%
5	0.166666667	\$ 0.52	\$ 0.52	0.00%

EXAMPLE: Zone 1

<u>Tax Year</u>	<u>Assessed Value</u>	<u>Mill Rate</u>	<u>BID Assessment</u>
2018 \$	200,000.00	0.00309	\$ 618.79
2019 \$	200,000.00	0.00309	\$ 618.79
More(Less) in 2019 that 2018			\$ (0.00)

EXAMPLE: Zone 5

<u>Tax Year</u>	<u>Assessed Value</u>	<u>Mill Rate</u>	<u>BID Assessment</u>
2018 \$	200,000.00	0.00052	\$ 103.13
2019 \$	200,000.00	0.00052	\$ 103.13
More(Less) in 2019 that 2018			\$ (0.00)