

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

Wednesday, September 19, 2018 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

Members: Kelli Trumble-Chair, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Tara Anchor, Justin Draper, Dan Gavinski, Adam Makowski, Jackie Morse, Kevin Ricks, Kyler Royston

1. Call to Order
2. Approval of the September 5, 2018 Meeting Minutes (attached)
3. Discussion/Decision on 2019 Work Plan Priorities and Budget All
4. Items for Next Agenda All
5. Adjournment

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

Kelli Trumble, Chairperson

Agenda Posted & Distributed: September 14, 2018

Upcoming BID Meetings:

- Wednesday, October 3, 2018 at 8:30am
- Wednesday, October 17, 2018 at 8:30am
- Wednesday, November 14, 2018 at 8:30am
- Wednesday, December 12, 2018 at 8:30am

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 5, 2018**

Attending: Kelli Trumble; chairwoman	Mayor Ed Wojnicz	Gail Jermier
Kevin Ricks; BID	Chris Tollaksen; Public Works	
Jackie Morse; BID	Corena Ricks	
Dan Gavinski; BID	Lydia Fulwiler	
Tara Anchor; BID	Katie Fermanich; WDVCB	
Justin Draper; BID	Jim Decker	
Adam Makowski; BID	Jenifer Dobbs; WDVCB	
Kyler Royston; BID	Brian Holzem	
Mark Sweet; BID	Fiorella Niera	

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Adam Makowski to approve August 22 minutes. Second by Kevin Ricks. Approved.

MASTER PLAN: TRAFFIC, PARKING, TRANSPORTATION:

Kevin Ricks presented an overview of key elements of a Traffic Flow Plan which could ease congestion and direct vehicles in a more efficient manner to designated parking areas. The goal is to make the first impression people have of downtown one which is more positive than it is at present. The proposal is one part of the overall Master Plan being developed by Kevin and Corena Ricks.

The changes proposed would be as follows:

- A. Add a light at the intersection of Broadway and the Dells Boat Company parking lot, located near the railroad bridge. Designate a left hand turn coming out of the parking lot.**
- B. Reconstruct the curb at the intersection of LaCrosse Street and Broadway to permit a left turn from Broadway. The Parking Pay station would need to be moved.**
- C. Change parking in the first section on the right side of LaCrosse Street from angled to parallel.**
- D. Reconstruct the curb or change markings on the intersection at Eddy and LaCrosse Street.**
- E. Rename Superior Street as River Road.**
- F. Change markings at Broadway and River Road to indicate no left turns.**
- G. Add left turn lane before the crosswalk between Showboat and Riverfront Terrace.**
- H. Reconstruct the sidewalk in front of Riverfront Terrace and the the main Boat Company building. Remove the flower planters and extend the River Walk to connect with the railroad bridge. Mark the street pavement for bus turn-out and drop off zone.**

In coordination with the traffic flow proposal, the creation of several free parking areas off Broadway are being suggested. Those areas in the plan include two areas off Stand Rock Road, a section next to the Boat Company lot near the railroad bridge, improved way finding for the free lot next to the City building and designating City Lot 4 next to the Chalet as a Free Parking area.

To move people from these parking lots to the Broadway area, a transit bus system would stop at most of the parking areas mentioned and would probably operate on a 15 minute schedule. All elements of the plan were covered in subsequent discussion. Kevin and Corena Ricks were directed to continue work on this part of the Master Plan and where possible incorporate

points made during the discussion. How the changes would be funded and getting Wisconsin DOT approval for those changes would head the list of areas that would need to be addressed.

2019 PRINT ADVERTISING PROPOSALS:

Tara Anchor reviewed costs for 2019 Vacation and Travel Guides for Vector and Ink (formerly Ad-Lit) and the Wisconsin Dells Visitor and Convention Bureau. Prices are as follows:

Vector and Ink: Full page \$11,800. Half page: \$5,925

WDVCB: Full page \$4850. Half page: \$2,925

In 2018, BID placed an ad in the Ad-Lit Hotel Check-in booklet for \$2,500. The 2019 price is listed at \$5,000 with final price to be determined. The 2018 BID budget for the print ads was \$14,000.

Discussion focused on ad sizes, use of the guide books today as well as reallocating at least some of the budget to on-line marketing venues. Noted in the discussion was a need to contract with an expert to manage on-line marketing for BID with the funding coming from possible savings in the print advertising area. The proposals will be considered further as part of the 2019 budget deliberations.

BUSINESS RECRUITMENT MATERIALS:

Tara Anchor gathered information from the Visitor Bureau website and Dells River Arts District website. That information was compared with business recruitment materials from a number of areas across the country, both tourist and non-tourist locales. Consensus of the committee was that the simplicity of the presentation from Lufkin, Texas (Tourism Matters) made the best impression. Two areas of information it was felt were lacking in downtown Wisconsin Dells included having relevant pedestrian traffic counts and relevant transaction counts from a variety of businesses. Adam Makowski will provide information on how to gather pedestrian counts. The committee will work together to obtain relevant transaction counts. Tara was directed to put together a budget proposal for design of a business recruitment brochure.

RELOCATION OF FARMERS MARKET / FALL 2018:

Three options have been under consideration for relocation of the Market to complete the 2018 season. Those options would be to remain on Oak Street, pending the demolition schedule of Duchess Plaza, the vacant Trumble Family lot, and the Riverfront Terrace. Tara Anchor moved to have the Farmers Market relocate to Riverfront Terrace for completion of the 2018 schedule. Second by Adam Makowski. Approved with Kyler Royston abstaining.

JULY 4th FESTIVAL / FARMERS MARKET:

Kelli Trumble noted that until now both of these area have been managed by BID members on a voluntary basis. Moving ahead in budget discussion, the committee should consider the need to hire an on site Farmers Market manager and a special event planner to coordinate the July 4th programming.

AGENDA: SEPTEMBER 19th MEETING. Sole agenda item at present time will be 2019 BID Budget planning.

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