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

Wednesday, September 30, 2020 at 8:30AM

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

Members: Tara Anchor-Chairperson, Ald. Jesse DeFosse-Vice Chair, Mark Sweet-Secretary
Justin Draper, Dan Gavinski, Adam Makowski, Kevin Ricks, Jillian Campbell and Mark Brown

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1. Call to Order
2. Approval of the September 16, 2020 Meeting Minutes
3. Budget – Special Events 2021 (Jenifer Dobbs)
4. Kilbourn Dam Lighting – Don Spearbecher, Lorde Systems
5. Riverwalk Lighting Attraction
6. Other Budget Items
7. Adjourn

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

Tara Anchor, Chairperson
Agenda Posted: September 24, 2020

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 16, 2020

Attending: Tara Anchor; chairwoman
Jesse DeFosse; BID
Mark Brown; BID
Justin Draper; BID
Adam Makowski; BID
Dan Gavinski; BID
Mark Sweet; BID
Mayor Ed Wojnicz
Karen Terry; City Treasurer
Jenifer Dobbs; WDVCB
Briana Faber; WDVCB
Brian Holzem
Erica Dynes; Dells Events

Meeting called to order by Chairwoman Tara Anchor. Motion to approve September 2 minutes made by Adam Makowski. Second by Jesse DeFosse. Approved.

EVENTS:
Final budget numbers are being prepared for both the Summer Entertainment Program and Farmers Market. Both program expenses are expected to come in at or possibly slightly below the approved budgets.

2021 BUDGET:
Discussion on the proposed 2021 BID budget touched on several areas:

1. Inclusion of $150,000 for downtown lighting projects. Specific projects to be considered for funding for 2021 would include Christmas seasonal projects either downtown or on the River Walk and the lighting of the Kilbourn Dam.
2. Removal of $7500 payment for Discover Wisconsin program advertising in 2021 as project will only commence after the Elm Street Plaza is completed and activities are occurring there in 2022.
3. Transfer of $16,578 from undesignated funds to supplement funding for the lighting projects. Completion of the BID financial commitment to the Elm Street Plaza this budget year, as well as completion of the River Walk Anchor vignette and River Walk overlook area lighting project will make available $118,119 for the proposed lighting projects in 2021.
4. Discussion of other possible budget cutbacks included reductions to the Summer Entertainment program schedule, renewal of lease for the Trumble lot and review of the restroom cleaning agreement at the former Bavarian Village. Summer entertainment and the Trumble lot were left unchanged pending final budget approval by the committee. Restroom agreement will await receiving final numbers from Kevin Ricks before the next BID meeting.
5. Chairwoman Tara Anchor reminded the committee of two other items previously discussed but not designated in the proposed BID budget: recognition of Bill Brown and Welcome signage on the Railroad hill area.

Budget will await final action at September 30 meeting. Don Spearbecker will be invited to discuss in greater detail the Kilbourn Dam lighting project.

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

Mark Sweet, Secretary.