

**BID Committee  
September 30, 2020**

<b>Attending: Tara Anchor; chairwoman</b>	<b>Mayor Ed Wojnicz</b>
<b>Mark Brown; BID</b>	<b>Karen Terry; City Treasurer</b>
<b>Justin Draper; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Adam Makowski; BID</b>	<b>Briana Faber; WDVCB</b>
<b>Dan Gavinski; BID</b>	<b>Don Spearbecker; Lorde Systems</b>
<b>Jesse DeFosse; BID</b>	<b>Erica Dynes; Dells Events</b>
<b>Mark Sweet; BID</b>	

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

**Motion to approve September 16 minutes made by Justin Draper. Second by Adam Makowski. Approved.**

**2021 SPECIAL EVENTS BUDGET:**

**Jenifer Dobbs presented up to date 2020 budget numbers for all BID event programs being managed by the Visitors Bureau. Total revenue is estimated to be \$8,437 at years end. Total expenses are estimated to be \$86,404 at years end with the net projection being \$77,967. Expenses include personnel at \$30,000, Summer Entertainment Program at \$28,477, July 4th Celebration at \$8,393, Fall Fest at \$5,000, Festival of Trees and Lighting at \$5,000 and \$14 for the Busker program. Request was made to add \$30,000 to the event line in the 2021 BID budget. The increase would reflect increased marketing and promotional efforts for the events and possible increases in the programs offered. There might be some very limited opportunities to raise revenue from the existing programs. To attract patrons, the new events need to have no entrance fees attached to them at this time. Jenifer also noted that it is not too early to start planning for the expenses that are expected to be associated with substantial programming at the Elm Street Plaza which should open in 2022.**

**KILBOURN DAM LIGHTS PROPOSAL:**

**Don Spearbecker reported on several meetings he has had with Alliance Energy personnel about illuminating the Kilbourn Dam. Feedback from Alliant has been very positive towards installing fixtures on the dam and adjacent building. At this time what is uncertain is to what degree Alliant might participate on a financial level. As presented, the projected cost of the installation of around 40 fixtures would be \$58,000. Lights would be controlled remotely with the ability to change colors as well as sequences of lighting being presented. The lights would illuminate the out flow from the dam gates into the river. The next scheduled meeting with Alliant is set for October 12 and more specific answers about financial participation and installation expected.**

**RIVER WALK LIGHTING PROPOSAL:**

**Two 2021 BID budget proposals were prepared for consideration. One proposal transferred \$20,128 from undesignated surplus funds for helping to finance River Walk Christmas season lighting. The second proposal transferred \$45,128 from the undesignated funds for the same purpose. The first proposal sets the 2021 line for Christmas lighting at \$125,000. It also reflects \$50,000 being transferred from undesignated funds in the current budget year if the committee decides to start the project immediately. The second proposal sets the 2021 line for the lighting at \$150,000. It reflects \$50,000 being transferred from the current budget year as well. The first proposal shows the 2021 undesignated surplus at \$75,495 on December 31, 2021. The second proposal shows the 2021 undesignated surplus at \$50,495 on December 31, 2021.**

**Concerns expressed by committee members focused mainly on the lack of resources available to finance the many needs that have been identified. Discussion also centered on the need to select projects that will have long term drawing power for the downtown. Another potential problem area could be having lower undesignated surplus funds available for unexpected circumstances in the future. Questions were also raised about rushing into a large project such as the various lighting proposals being presented. No final recommendation was made about any specific River Walk project, however most of the discussion involved the Tree of Light project presented to the committee by Dean Lyons from Brite Nites. A specific tree has been identified on private property along the River Walk. Adam Makowski will contact the property owner seeking his permission. Dean Lyons has indicated a decision would need to be made in very short order if a 2020 Christmas season deadline is to be met.**

**The most immediate means for BID to increase revenue is to increase the BID assessment to identified business properties in the district. The committee asked City Treasurer Karen Terry to prepare a proposed budget with an increase of \$72,000 in revenue by increasing the BID assessment for 2021. That draft will be available for the next meeting on October 7 when final budget action will be taken.**

**Motion to adjourn made by Justin Draper. Second by Dan Gavinski. Approved.**