



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, April 19, 2017 at 8:30AM

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

1. Call to Order
2. Approval of the April 5, 2017 Meeting Minutes (attached)
3. Discussion – Branding Ideas for Dells River Arts District Kevin Ricks
4. Discussion – Thompson’s Full Bloom Plantings & Maintenance Maria Rosholt
5. Discussion/Decision on 4th of July Rain Date; and 2018-2020 Contract Kyler Royston
6. Discussion/Decision on BID Photography Usage Rights Kelli Trumble
7. Community Assigned Patrol WD Business Summit – 04/24/17 (attached) All
8. Update on April 28, 2017 Wine Walk Mark Sweet
9. Items for Next Agenda All
10. Adjournment

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

Kelli Trumble, Chairperson

Posted & Distributed: April 13, 2017

Upcoming BID Meetings:

- Wednesday, May 3, 2017 at 8:30am
- Wednesday, May 17, 2017 at 8:30am

**BID Committee
April 5, 2017**

Attending: Kelli Trumble; chairwoman	Thad Meister; Parks and Recreation
Kevin Ricks; BID	Dave Leifer; City Compliance Officer
Dan Gavinski; BID	Jenifer Dobbs; WDVCB
Jesse DeFosse; BID	Brian Holzem
Kyler Royston; BID	Ed Legge; Dells Events
Mark Sweet; BID	
Chris Tollaksen; Public Works	

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Jesse DeFosse to approve March 22 minutes. Seconded by Kyler Royston. Approved.

DRAD TRADEMARK AND LICENSING:

Development of a program for use of the Dells River Arts District name and logo was discussed. The main objective previously agreed was to encourage its use so the brand can be seen by as wide an audience as possible. It was also agreed that the DRAD Brand and Style Guide be the determining factor whenever questions arise about use of the trademark. Having the Guide provides control over what merchandise is approved.

To encourage its use, Dan Gavinski recommended setting a low one-time fee paid by the retailer. He also recommended that Sports Impressions be the preferred, semi-exclusive, local wholesale apparel source for use of the DRAD trademark. Sports Impressions also works with other vendors who offer a wide variety of promotional products. The subject of royalties was discussed and tabled for now. Dan Gavinski made a motion that a one time fee of \$75 for use of the DRAD trademark and logo be established for retailers and that a fee of \$200 total for a period of two years be set for Sports Impressions to be the semi-exclusive wholesale source for DRAD apparel. Motion second by Kevin Ricks. Approved unanimously with Kyler Royston abstaining.

Dan recommended that a hard copy of the Brand and Style Guide be given out with an application to retailers. City Attorney Joe Hasler will be consulted as an application will be developed. It was suggested that the application indicate that requests to use the logo are subject to review.

PARKS AND RECREATION DEPT. DRAD CLEANING:

Thad Meister reviewed areas in the DRAD currently being cleaned and maintained by Parks and Recreation Dept. staff. Public areas by the railroad bridge, Eddy St. bump out, Boat landing and boat launch as well as the River Walk are under their supervision.

RARE BARREL AFFAIR:

500 tickets were sold for the April 1 event held at Swan Barn Door. Jenifer Dobbs reported excellent feedback from ticket holders with potential to grow next year.

CHAIR REPORTS:

Kelli asked for committee assistance to remain current in providing information for the DRAD website. Information was received from PCMG to setup a downtown WiFi program. Chris Tollaksen said that city wide WiFi had already been determined by the city not to be cost effective and was rejected. The city is looking at establishing a downtown WiFi area to access downtown information.

ROTARY/ ILLINOIS AVENUE BANNERS:

The Rotary remains interested in putting its \$1600 grant money towards new banners at the Illinois Avenue bridge. They have also expressed interest in future downtown projects.

AGENDA: APRIL 19 MEETING:

Ordinance compliance issues and expectations to be discussed with Dave Leifer; review of DRAD Trademark application form, other topics to be determined.

Dan Gavinski moved to adjourn. Second by Jesse DeFosse. Approved.

*Wisconsin Dells
Police
Department*



Community
Assigned
Patrol

**2017
Wisconsin
Dells
Business
Summit**

**Community Assigned
Patrol
(CAP)**

CAP is a program designed to put police officers more in touch with the community in which they serve.

Officers of the Wisconsin Dells Police Department are assigned to various zones or CAP Districts within the City. Each Officer then becomes personally vested in their district and gives people/businesses in that area a point of contact for questions or problems related to community policing.

Emergency calls and other calls for service requiring police response are still handled by officers on-duty at the time of the incident. Always utilize 911 for any emergency. However, your CAP Officer will handle other less pressing issues or assist you with follow-up after a crime had been reported. Perhaps you just have a question about an ordinance or a matter that you are uncertain how to resolve, then your CAP Officer is an excellent resource.

It is our hope that this proactive approach to policing will create stronger ties between the Police Department and the community.



**Wisconsin Dells Police
Department**

712 Oak Street
Wisconsin Dells, Wisconsin
Phone (608) 253-1611

FOR MORE INFORMATION PLEASE
CONTACT:

Officer Dan Delmore
ddelmore@wdpd.com



SURVEILLANCE

UTILIZE 24/7/365 SYSTEMS TO KEEP A CONSTANT WATCH ON CRITICAL AREAS, ASSETS AND PEOPLE



Join us at the Wisconsin Dells Business

This free informational meeting is designed especially for business owners, managers and supervisors. We hope to give you the tools needed to reduce crime and respond effectively!

Topics to Include

- Active Shooter
- Dispatch and the Caller
- Alcohol Compliance
- Counterfeit Money
- Identity Theft
- Business Ordinances Update

At the conclusion of the meeting you will have the opportunity to discuss your concerns with members of the Wisconsin Dells Police Department.

WHEN IS IT??

**2017 Wisconsin Dells
Business Summit
Monday, April 24, 2017
Kilbourn Public Library**

**One Session:
8:00 a.m. to 12:00 p.m.**

HOW DO I SIGN UP??

That's the easy part...

GO TO:

www.wdpc.com

And click on the link for the
2017 Wisconsin Dells Business
Summit

**REMEMBER IT'S FREE AND
SEATS ARE LIMITED
YOU WON'T KNOW IF YOU
DON'T GO!
SEE YOU THERE...**