Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, May 3, 2017 at 8:30AM

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

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1. Call to Order
2. Approval of the April 19, 2017 Meeting Minutes (attached)
3. Discussion – May 14th Downtown Farmers' Market — Kyler Royston
4. Discussion – How to Build Business Mix in Dells River Arts District — All
5. Continued Discussion on 4-19-17 Cohesive Branding Presentation — Kevin Ricks
6. Discuss Agenda Items for 5-10-17 Parking Board Meeting — All
   a) Free Parking Signage Recommendations
   b) Maintenance of Parking Lot Grounds & Green Spaces
7. Items for Next Agenda
8. Adjournment

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

Kelli Trumble, Chairperson Posted & Distributed: April 28, 2017

<u>Upcoming BID Meetings:</u>

- Wednesday, May 17, 2017 at 8:30am
- Wednesday, May 31, 2017 at 8:30am

ITEM 2

BID Committee
April 19, 2017

Attending: Kelli Trumble; chairwoman
Kevin Ricks; BID
Justin Draper; BID
Jesse DeFosse; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Corena Ricks
Ben Anderson
Maria Rosholt
Eric Helland
Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.
Motion made by Kevin Ricks to approve April 5 minutes. Second by Jesse DeFosse. Approved.

4th of JULY CELEBRATION:
Saturday, July 8th has been set as the rain date for the celebration.
Following brief discussion, committee unanimous consensus was to extend the contract with the current company providing the fireworks for another three year period from 2018-2020. The contract renewal includes a 15% bonus of product for every year of the contract extension.
Madison Rising, a patriotic band, will be the headline entertainment beginning at 7:30PM. They will be preceded by Gigi who will do an archery exhibition and also possibly a sword swallowing act. Ripley's Believe It or Not will sponsor her performance.

BID PHOTOGRAPHY USAGE RIGHTS:
A wholesale company has asked for permission to manufacture playing deck cards with the photographic images Joe Leute did for the BID a number of years ago. After discussion, committee consensus was to not permit use of the photography for this project as it was felt not to be an appropriate use of these works which BID owns.

PLANTINGS AND MAINTAENANCE:
Maria Rosholt from Thompson's Full Bloom has been informed by the City that use of their watering truck, tank and water pump will no longer be made available to the Thompson's staff to water the plantings throughout the DRAD. The reason given by the City was insurance liability. Purchase of these three pieces of equipment by the florist would add a still to be determined amount to the current floral maintenance contract. Jesse will speak with the appropriate City personnel to resolve the issue.
Maria made note of the problem with drainage of the dune style containers at DuchessPlaza. Possible solutions discussed included drilling holes in the sides of the planters, raising the containers off the ground, and adding more stone, dirt and foam in the containers. Suggestion made was to work with City staff to find a solution that can work. Duchess Plaza is a city financed project.
Due to the existence of this problem last year, a few trees in the planters died and would need to be replaced. Jesse will check with City staff to determine how maintenance of the plantings in the Duchess Plaza will be handled moving forward.

POLICE BUSINESS SUMMIT:
The Community Assigned Patrol (CAP) Wisconsin Dells Business Summit will be held on April 24 at the Library. Business owners and managers are strongly encouraged to attend.

WINE WALK:
Mark Sweet reported that everything is set for the April 28t event. An evaluation meeting of the planning committee will be scheduled shortly after this years Walk to discuss possible expansion in 2018.

BRANDING IDEAS FOR DELLS RIVER ARTS DISTRICT (DRAD):
Kevin and Corena Ricks made a presentation introducing a concept which would unite the Dells River Arts District in a creative, artistic manner that highlights our history with a modern interpretation.

Kevin and Corena will make their presentation available to ZD for their input. Next steps include Chris Tollaksen briefing Zebra Dog on the presentation and BID engaging key stakeholders in conversation around the concept.

AGENDA: MAY 3 MEETING. Maintenance needs at Duchess Plaza, update on efforts at business recruitment, other items to be determined.

Dan Gavinski moved for adjournment. Second by Kevin Ricks. Approved.