



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, June 28, 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 June 14, 2017 Meeting Minutes (attached) | |
| 3. Continued Discussion – Cohesive Branding | Kevin Ricks |
| 4. Update – Duchess Plaza & Oak Street Trees and Plants | Justin Draper |
| 5. Report on Parking Board Actions | Jesse DeFosse |
| 6. Update – Taste of the Dells | Mark Sweet |
| 7. Preliminary Discussion – 2018 Budget | All |
| 8. Chair Updates | Kelli Trumble |
| 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: June 23, 2017

Upcoming BID Meetings:

- Wednesday, July 12 2017 at 8:30am
- Wednesday, July 26, 2017 at 8:30am

**BID Committee
June 14, 2017**

ITEM 2

**Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Kyler Royston; BID
Jesse DeFosse; BID
Mark Sweet; BID
Chris Tollaksen; Public Works**

**Jenifer Dobbs; WDVCB
Garrett Watson
Ed Legge; Dells Events
Lisa Nelson**

**Meeting called to order by Chairwoman Kelli Trumble.
Motion made by Kyler Royston to approve May 17 minutes. Second by Jesse DeFosse. Approved.**

JULY 4th CELEBRATION:

All arrangements are in place for this year's activities and fireworks. Kyler is still looking at additional food offerings.

BADGERLAND PYROTECHNICS PRESENTATION:

Garrett Watson of Badgerland Pyrotechnics made a presentation to be the vendor handling the fireworks for the City's July 4th display beginning in 2018. One, two and three year contract proposals were offered along with specific details on the show's contents. Kyler was asked to provide details from the current contract to draw comparisons to the Badgerland proposals. Topic will be continued at a future meeting. The current contract expires this year.

FARMERS MARKET:

Updated vendor numbers are nine full time participants and five part-time participants. Attendance has varied and committee was urged to continue promoting the Market.

Hiring of a Farmer Market Manager has always been a priority. Lisa Nelson presented the resume of Angela Graham to serve in that role for the remainder of the 2017 Market season. The job description has been adjusted slightly based on the Market being operational. Contract for the position would be at a contract rate of \$13 an hour at nine hours a week for a total of \$1833 coming from the existing Farmers Market budget. The Market Manager would not be a City employee. Jesse DeFosse made a motion to approve the hiring and contract for Angela Graham as Farmers Market Manager. Second by Justin Draper. Approved unanimously.

Mark Sweet asked the Farmer's Market sub-committee to reconsider permitting participation of Great Harvest Bread Company in the Market. The sub committee is trying to model the Wisconsin Dells Market after the one in Madison which does not allow franchise operations to participate. After completion of the first year they plan to look at how to improve operations.

COHESIVE BRANDING:

The City is working with Kevin and Corena Ricks to present a complete comprehensive plan which would encompass their vision for the Dells River Arts District. Having such a plan in place will help the City and various committees plan better to try to incorporate various aspects of the vision into reality.

BID PRIORITIES... 2017 AND 2018

Kelli Trumble noted that planters on the river bridge are aging considerably and replacement should be considered. She also reminded the committee that the execution of the street banner program has already been targeted for next year. In considering 2018 priorities, the committee was reminded that the current budget earmarks \$2600 for Duchess Plaza maintenance, \$22,000 for downtown entertainment and \$46,688 for planting year round. Finding means of re-assigning these expenses should be considered.

2017 WINE WALK REPORT:

Mark reported that the committee has met twice since April's event and have made the following decisions: 1) raising number of tickets to be sold from 450 to 600. 2) raising the ticket price to \$35 3) allocating a yet to be determined amount derived from the extra income towards assisting businesses with the expected increase in costs to provide hors d'oeuvres 4) negotiate better prices for the hors d'oeuvres with local vendors. 5) holding a Pre-Sale with in person ticket sales only prior to opening on line

ticket sales. That recommendation is intended to encourage local demand for tickets. The committee set April 27,2018 for the 7th Wine Walk.

NEXT AGENDA:

Items will include report from the Parking Board meeting, Taste of Wisconsin Dells, discussion on allowing beer and wine sales at Duchess Plaza, empty tree planters on Oak Street.

Motion to adjourn made by Jesse DeFosse. Second by Kyler Royston. Adjourned.