



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, July 26, 2017 at 8:30AM

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

1. Call to Order
2. Approval of the July 12, 2017 Meeting Minutes (attached)
3. Review/Discussion BID 2017 YTD Financials (attached) Karen Terry/All
4. Discussion 2018 Work Plan/Budget Priorities (attached) All
5. Review Photography Needs Chris Tollaksen/All
6. Kilbourn City Live - September 30, 2017 Jesse DeFosse
7. Convene into Closed Session Pursuant to Wis. State Statute 19.85(1)(e)
"Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session."
8. Reconvene into Open Session.
Discussion/Decision on Fireworks Contracts All
9. Items for Next Agenda
10. Adjournment

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

Kelli Trumble, Chairperson

Posted & Distributed: July 20, 2017

Upcoming BID Meetings:

- Wednesday, August 9, 2017 at 8:30am
- Wednesday, August 23, 2017 at 8:30am

**BID Committee
July 12, 2017**

Attending:	Kelli Trumble; chairwoman	Mayor Brian Landers
	Jesse DeFosse; BID	Chris Tollaksen; Public Works
	Justin Draper; BID	Jenifer Dobbs; WDVCB
	Kevin Ricks; BID	Lt. Perry Mayer; WDPD
	Kyler Royston; BID	Jim Decker
	Dan Gavinski; BID	Eric Helland
	Mark Sweet; BID	Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Justin Draper to approve June 28 minutes. Second by Kyler Royston. Approved.

4th of JULY CELEBRATION RECAP:

Excellent crowd size was reported for the fireworks display and consensus about the display itself was positive. It was felt in the future better coordination on the logistics needs to occur with consultation of the Police and Fire departments so the display is both enjoyable and safe for all. Budget constraints limited the options for restroom facilities and needs to be addressed next year. Better coordination of the routing for the 5K Run with the consultation of the Police department needs to be set up. Though the race is small it could be marketed stronger with funding to be determined and has potential to grow. Disappointment was expressed about the featured entertainment, Madison Rising as it was felt their selections did not mesh well with the family friendly crowd. It was suggested the emphasis in this part of the program needs to be family friendly. Marketing any pre- fireworks activities should be considered for 2018.

The contract with the current vendor for the fireworks has an opt out clause which expires on August 5th. Since a proposal from another vendor has been submitted, review and decision on the fireworks vendor for 2018 and beyond will be discussed at the next meeting.

FARMERS MARKET: Motion was made by Jesse DeFosse to approve expenditure of \$900 for entertainment at the Farmers Market. Second by Kevin Ricks. The \$900 was raised through sponsorships. Approved unanimously.

COHESIVE BRANDING: Kevin Ricks is targeting a mid- August completion of the outline of a Master Plan for the various projects which could encompass the new artistic vision for the Dells River Arts District. The Mayor continues to advocate the initial visions and plans set out by Roger Brooks and Zebra Dog. The new artistic vision and in particular the possibility of the Every family collection being relocated in the downtown should be viewed as one opportunity that could be acted upon. There are other opportunities expressed by Brooks and ZD which should also move forward.

Discussion focused on responsibility for review of the Ricks' Master plan and the approval process for projects. The Mayor and Chris Tollaksen reiterated that as an artistic vision this plan should be within the domain of the Dells River Arts Committee. BID would be encouraged to offer feedback and ideas to the DRAD Committee.

DUCHESS PLAZA / OAK STREET PLANTINGS:

Justin Draper reported that several pots on Oak Street should be filled by fall. Options are still being considered for the empty pots at Duchess Plaza. Public Works is also trying to work on resolving the drainage problem with some of the pots prior to any new plantings taking place. The Mayor indicated some initial discussions have occurred to consider the best course in establishing a permanent plaza site. If a site is determined this might resolve the problem with the pots and more permanent plantings could become part of a new site.

2018 MARKETING PHOTOGRAPHS: Kevin agreed to have his staff handle layouts for 2018 print advertising. Justin suggested the committee look at Joey Leute's photography which BID commissioned several years ago to help determine images for 2018 marketing. Item will be placed on agenda for the next meeting.

CHAIR UPDATES:

Numerous public complaints about parking enforcement will be forwarded to committee members. Most of the complaints focus on the lack of clarity and signage regarding in season enforcement of parking meters. Consensus was that the Parking Board needs to be made aware of this issue.

NEXT AGENDA: JULY 26 MEETING. Discussion on July 4th fireworks vendor, BID Financial update Kilbourn City Live update, 208 Marketing and Photography review.

Motion to adjourn made by Kevin Ricks. Second by Kyler Royston. Approved.

**Business Improvement District
Revenue & Expense Report - DETAILED
As of July 15, 2017**

ITEM 3

<u>FUND 21</u>	<u>2017 BUDGET</u>	<u>2017 YTD</u>	<u>% of BUDGET</u>	<u>BUDGET BALANCE</u>
BID REVENUE				
<i>2016 BID Assessments</i>	\$294,857.00	\$294,777.72	99.97%	(\$79.28)
4270-210 BID ASSESSMENT REVENUE	\$294,857.00	\$294,777.72	99.97%	(\$79.28)
<i>Farmer's Market Revenue</i>	\$0.00	\$6,085.00	0.00%	\$6,085.00
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$6,085.00	0.00%	\$6,085.00
<i>Miscellaneous Revenue - Rotary Club Donation</i>	\$0.00	\$1,619.00	0.00%	\$1,619.00
4800-210 MISCELLANEOUS REVENUE	\$0.00	\$1,619.00	0.00%	\$1,619.00
<i>Interest From Operating Bank Account</i>	\$240.00	\$77.56	32.32%	(\$162.44)
4812-210 INTEREST ON INVESTMENTS	\$240.00	\$77.56	32.32%	(\$162.44)
<i>Transfer for Woodside Developer Agreement</i>	\$15,000.00	\$15,000.00	100.00%	\$0.00
<i>Transfer for Riverwalk Vignettes</i>	\$76,259.00	\$76,259.00	100.00%	\$0.00
4920-210 TRANSFER FROM SURPLUS	\$91,259.00	\$91,259.00	100.00%	\$0.00
TOTAL BID REVENUE	\$386,356.00	\$393,818.28	101.93%	\$7,462.28
BID OPERATING EXPENSES				
<i>Downtown Seasonal Clean-up</i>	\$2,574.00	\$0.00	0.00%	\$2,574.00
<i>Paid Intern</i>	\$0.00	\$0.00	#DIV/0!	\$0.00
5620-210-1000 SALARIES	\$2,574.00	\$0.00	#DIV/0!	\$2,574.00
<i>Foresite Software - Web Domain/City Site</i>	\$250.00	\$0.00	0.00%	\$250.00
<i>Office Supplies - Postage/Copies</i>	\$500.00	\$356.41	71.28%	\$143.59
5620-210-2000 OPERATING SUPPLIES	\$750.00	\$356.41	\$0.71	\$393.59
<i>Johnson Block - Audit Fees</i>	\$1,300.00	\$800.00	61.54%	\$500.00
<i>Attorney Fees - Hasler</i>	\$5,000.00	\$2,125.02	42.50%	\$2,874.98
5620-210-2001 LEGAL & AUDIT FEES	\$6,300.00	\$2,925.02	\$1.04	\$3,374.98
<i>Riverwalk Lights</i>	\$2,000.00	\$1,031.83	51.59%	\$968.17
5620-210-2200 UTILITY EXPENSE	\$2,000.00	\$1,031.83	51.59%	\$968.17
<i>Downtown Entertainment - Performers</i>	\$22,000.00	\$22,000.00	100.00%	\$0.00
<i>July 4th Celebration</i>	\$3,500.00	\$4,937.00	141.06%	(\$1,437.00)
5620-210-2220 FESTIVALS & ENTERTAINMENT	\$25,500.00	\$26,937.00	105.64%	(\$1,437.00)
Advertisements				
<i>Ad-Lit Front Desk Check in Packet</i>	\$2,500.00	\$2,500.00	100.00%	\$0.00
<i>Ad-Lit Travel Guide</i>	\$11,500.00	\$0.00	0.00%	\$11,500.00
Billboards				
<i>Highway 16 Sign - Repair & Maintenance</i>	\$2,000.00	\$0.00	0.00%	\$2,000.00
<i>Interstate Signs</i>	\$5,700.00	\$0.00	0.00%	\$5,700.00
<i>Lake Delton Sign (Corner)</i>	\$6,000.00	\$6,000.00	100.00%	\$0.00
<i>Hwy 12 & Hwy 13 (Contract Up March 2019)</i>	\$11,500.00	\$11,500.00	100.00%	\$0.00
5620-210-2230 ADVERTISING & BILLBOARDS	\$39,200.00	\$20,000.00	51.02%	\$19,200.00
<i>Woodside Way - Year 4 of 10</i>	\$85,000.00	\$0.00	0.00%	\$85,000.00
5620-210-2240 DEVELOPMENT AGREEMENT	\$85,000.00	\$0.00	0.00%	\$85,000.00

**Business Improvement District
Revenue & Expense Report - DETAILED
As of July 15, 2017**

<u>FUND 21</u>	<u>2017 BUDGET</u>	<u>2017 YTD</u>	<u>% of BUDGET</u>	<u>BUDGET BALANCE</u>
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$6,858.00	75.00%	\$2,286.00
<i>DUKW - Wizard Quest Restroom</i>	\$15,700.00	\$11,580.88	73.76%	\$4,119.12
5620-210-2250 PUBLIC RESTROOMS	\$24,844.00	\$18,438.88	74.22%	\$6,405.12
<i>Bridge Flag Maintenance</i>	\$3,500.00	\$72.00	2.06%	\$3,428.00
<i>Flowers - Thompson's Full Bloom</i>				
<i>Spring/Summer Flowers</i>	\$17,690.00	\$17,390.00	98.30%	\$300.00
<i>Spring/Summer Maintenance</i>	\$13,880.00	\$0.00	0.00%	\$13,880.00
<i>Fall Flowers</i>	\$4,760.00	\$0.00	0.00%	\$4,760.00
<i>Winter Flowers</i>	\$4,135.00	\$0.00	0.00%	\$4,135.00
<i>Flowers - Country Bumpkin</i>				
<i>Autumn Street Decorations</i>	\$4,023.00	\$0.00	0.00%	\$4,023.00
<i>Oak Street - Autumn Décor</i>	\$1,512.00	\$0.00	0.00%	\$1,512.00
<i>Duchess Plaza - Autumn Décor</i>	\$688.00	\$0.00	0.00%	\$688.00
5620-210-2700 MAINT. /REPAIR	\$50,188.00	\$17,462.00	34.79%	\$32,726.00
TOTAL BID OPERATING	\$236,356.00	\$87,151.14	36.87%	\$149,204.86
BID ECONOMIC DEVELOPMENT				
<i>Riverwalk Vignettes</i>	\$150,000.00	\$145,800.50	97.20%	\$4,199.50
5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES	\$150,000.00	\$145,800.50	97.20%	\$4,199.50
<i>Farmer's Market Expenses</i>	\$0.00	\$795.80	#DIV/0!	(\$795.80)
5660-210-2000 FARMERS MARKET	\$0.00	\$795.80	#DIV/0!	(\$795.80)
TOTAL EXPENSES	\$386,356.00	\$233,747.44	60.50%	\$152,608.56
REVENUES OVER/(UNDER) EXPENDITURES	\$0.00	\$160,070.84		\$160,070.84

	<u>Starting 2017</u>	<u>Transfer Out</u>	<u>Projected Ending 2017 New Balance</u>
Undesignated Surplus:	\$96,732.71	\$76,259.00	\$20,473.71
Designated Surplus - Developer Incentive:	\$79,127.35	\$15,000.00	\$64,127.35

*Prepared by Karen Terry City Treasurer, City of Wisconsin Dells

**City of Wisconsin Dells
Business Improvement District By-Laws**

ITEM 4

1.) Name.

- A. The name of this organization is Wisconsin Dells Business Improvement District (BID).
- B. As used herein, "BID" shall refer to the organization of Members, as defined below and "District" shall refer to the property located within the physical boundaries identified in the BID Operating Plan as amended from time to time, which is incorporated by this reference (hereafter, the "Plan").

2.) Formation.

- A. The BID was authorized and established by Resolution No. 2467 adopted September 28, 1998 by the Wisconsin Dells Common Council and published October 7, 1998.
- B. The BID was reaffirmed and memorialized by City of Wisconsin Dells Code sec. 1.11 adopted August 17, 2015.

3.) Purpose and Powers.

- A. BID is the lead City agency for redevelopment and revitalization of Downtown Wisconsin Dells.
- B. BID shall perform all acts authorized by Wisconsin law and City direction for a Business Improvement District, including but not limited to redeveloping, developing, managing and promoting the District.
- C. The BID shall work to retain and promote existing business uses and attract and promote new businesses and other uses to the District and to otherwise implement the Plan.
- D. The Board shall have all powers necessary or convenient to implement the Plan, including the power to contract (subject to approval from the City Council for City contracts exceeding \$10,000.00).

4.) BID Plan and Audit.

- A. Annually, in conjunction with the City budget cycle, BID shall submit to the City Council a Plan which describes the current status of the district including expenditures and revenues and

anticipate projects and financing and including verification of the district's boundaries and special assessment method.

- B. The Plan shall include an independent certified audit of the implementation of the operating plan.

5.) Board of Directors.

The BID shall be managed by a Board of Directors which shall develop, modify and implement the operating plan and budget. The Board shall have seven (7) members consistent with City Code sec. 1.11.

6.) Officers.

- A. The BID shall have a chair and vice-chair appointed annually by the Mayor and confirmed by the City Council.
- B. The Chair shall set the agenda for all meeting of the Board and members and shall preside at all meetings of the Board and members.
- C. The Vice-Chair shall preside all meetings of the Board and members in the absence of the Chair.
- D. The Board shall select a Secretary who shall keep, prepare and submit minutes of the Board and Member meetings.
- E. The City Treasurer shall act as the Treasurer and financial officer for BID.
- F. The officers shall have other such powers assigned and delegated them by the City and Board.

7.) City Assistance.

Except when the BID directly contracts with vendors for outside goods and services, it will rely on City staff and employees to implement its programs and policies.

8. Members.

Owners and tenants of real estate in the BID upon which assessments are levied by the City of Wisconsin Dells for the purpose of funding the BID's operating and program costs, shall be members of the BID, although they are not members of the Board (each such owner or occupant shall hereinafter be referred to as a "Member: and all members shall collectively be referred to as the "Members"). Membership terminates when a member ceases to have an interest in such real estate, whether as an owner or as a tenant. Members shall be entitled to receive information and to advise the Board, but shall have no other rights beyond those prescribed by Wis. Stat. sec. 66.1109.

9. Membership Meetings.
General meetings of the Members shall be held at least annually, in the City at a time and place to be determined by the Board. Special membership meetings may be called by four (4) Board members. The annual meeting shall be held on or about March 15 of each year.

10. Open Meetings/Public Records.
 - A. As a governmental body, BID shall observe the requirements of the Wisconsin open meetings law.
 - B. BID shall keep a correct and complete record of all BID proceedings which shall be made available to the public in accordance with public record requirements.

11. By-Laws Amendment.
These By-laws may be amended by majority vote of the Board.

12. Committees.
The Chair, with approval of the Board, may create and appoint members to such committees as deemed necessary to implement district goals and objectives.

Approval of By-Laws

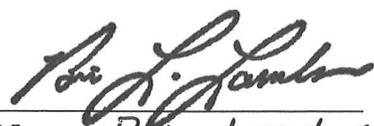
These By-Laws were approved and adopted August 19, 2015 by the Board.

Date: _____

By: _____

Name: Kelli Trumble
BID Chairperson

Date: 9-21-2015

By: 

Name: Brian Landers
Its: Mayor

Initial Operating Plan

Wisconsin Dells

BUSINESS IMPROVEMENT DISTRICT

Introduction

The Wisconsin Dells business district is a unique asset to our community. For generations, it has been a destination for multitudes of tourists from Wisconsin, neighboring states, and from all over the world. The merchants and businesses have been vital in providing visitors and residents with many varied goods, services, and recreational facilities. To ensure the revitalization, protection, and promotion of this valuable asset, the Dells 2000 Commission proposes the creation of a Business Improvement District (BID). The BID will enable Wisconsin Dells businesses to organize and implement improvement plans and promotional activities which will benefit not only the business community but consumers and Wisconsin Dells in its entirety. This initial operating plan, submitted pursuant to Wis. Stat. sec. 66.608, is designed to help assure the continued economic and social vitality of Wisconsin Dells. Its drafters and proponents believe that a strong business district is essential to the Wisconsin Dells economy, and to the quality of life for the community.

Purpose

The Dells 2000 Commission recommends creation of a Wisconsin Dells BID to provide an organizational and funding mechanism to support the development, improvement and promotion of a commercial district for the economic benefit of all businesses within the district.

Boundaries

The initial boundaries of the Wisconsin Dells Business Improvement District are as shown on Exhibit A attached. All properties within the boundary shall be within the BID with the exception of the following:

1. All IRS tax-exempt property, such as religious institutions, and any other statutorily exempt property.

2. Real property used exclusively for residential or manufacturing purposes.
3. Such other properties as determined by the BID assessment formula.

Objectives

1. Revitalize Wisconsin Dells as a unique area and experience, by providing a clean, safe, and inviting atmosphere, thereby helping existing businesses and encouraging the development of new and varied businesses within the BID.
2. Provide organizational initiative and funding to assist in implementing streetscape improvements within the district.
3. Improve and enforce the physical condition and cleanliness of the district.
4. Develop and promote appearance guidelines to assist property owners as they repair, renovate, and maintain their properties.
5. Conduct joint marketing and promotional programs for all businesses within the district.
6. Provide an organizational structure to develop coordinated business activities and special events in the district.
7. Provide a means by which persons in businesses not within the boundaries of the BID may contribute to the activities of the BID.

Management

A board of directors will manage the BID. Responsibilities of the board will include implementation of the operating plans and preparation of annual reports. The board will also consider, on an annual basis, changes to the operating plan, for consideration by the Common Council.

The board will consist of seven (7) members appointed by the Mayor and confirmed by the Common Council. A majority of the members of the board shall either own or occupy commercial property within the BID, and, one (1) member shall be a member of the Common Council. Members of the board, except the Council member, shall serve staggered three (3) year terms. The Council member shall serve at the pleasure of the Mayor and the Common Council. The board shall conduct its affairs consistent with the requirements of the Wisconsin Open Meetings and Open Records Statutes.

The board shall have all the powers necessary or convenient to implement the operating plan, including the power to contract. It may receive and administer funds in addition to special assessment funds.

Initial Activities

1. Create a BID board to implement and update the operating plan of the district.
2. Develop an assessment formula which balances benefits and burdens within the BID.
3. Implement the special assessment of properties within the district.
4. Seek additional sources of revenue such as grants, gifts, etc.
5. Retain professional services to work with the BID for strategic planning, streetscape improvements, parking, traffic flow, and other matters associated with the district.
6. Seek coordination with the City of Wisconsin Dells on all matters involving public areas, such as parking, traffic flow, walk areas, etc.
7. Promote the usage of public off-street parking within the district, through better signage and traffic direction, in coordination with the City.

Initial Expenditures

The expenditures presented in this Initial Operating Plan are as shown on Exhibit "B" attached.

Revenue and Finance

The activities of the BID will be funded by special assessments of properties and parcels within the BID district. Assessments may vary according to the parcels size and location within the district.

The special assessment will be levied and collected by the City of Wisconsin Dells on an annual basis with the annual real estate taxes. Special assessments will be deductible by the property owner for both state and federal income tax purposes. The special assessments to be levied are as shown on Exhibit "C" attached.

In addition, the BID may administer other funds that are made available to it by the City of Wisconsin Dells, or others.