

# Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, September 6, 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 August 23, 2017 Meeting Minutes (attached)
3. Discussion/Decision on 2018 BID Budget (attached) All
4. Items for Next Agenda All
5. Adjournment

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

Kelli Trumble, Chairperson      Posted & Distributed: September 1, 2017

## Upcoming BID Meetings:

- Wednesday, September 20, 2017 at 8:30am
- Wednesday, October 4 2017 at 8:30am

**BID Committee  
August 23, 2017**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Brian Holzem</b>
<b>Kevin Ricks; BID</b>	<b>Jim Decker</b>
<b>Dan Gavinski; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Jesse DeFosse; BID</b>	<b>Karen Terry; City Treasurer</b>
<b>Kyler Royston; BID</b>	<b>Ed Legge; Dells Events</b>
<b>Mark Sweet; BID</b>	
<b>Chris Tollaksen; Public Works</b>	

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion made by Jesse DeFosse to approve August 9 minutes. Second by Kyler Royston. Approved.**

**2018 BID ASSESSMENTS:**

**Karen Terry reviewed estimates for assessed property values for 2018 in the five zones of the BID district. A 0.94% decrease in assessed values is estimated as of now. Any decision made to increase the mill rate for the property assessment would require City Council approval as per the budget process before being communicated to property owners in the district.**

**2018 WORK PLAN / BUDGET PRIORITIES:**

**Kelli Trumble reviewed the highlights of the discussion held at the August 9 meeting. Revitization, Redevelopment and Promotion remain the three core areas of focus which is in line with the purposes stated in the revised BID by-laws.**

**Consensus was that no capital projects would be undertaken in 2018. Three areas for consideration as part of the BID 2018 budget would be development of a Winter season event, attaining the 'Forevertron' collection for the downtown and building the reserve fund for larger projects to consider in the future.**

**At this point expenses for the Forevertron collection have not been determined. Final numbers for moving the works have not been clarified and discussion on the City's involvement await those numbers.**

**Committee consensus was to work toward having the Ice Castle be part of the downtown landscape this winter. Kevin Ricks will contact the company which staged the event last winter at Mt.Olympus to determine interest in returning in 2018. Other companies may also be contacted. Dan Gavinski offered use of the Finnegan Avenue Boat Company parking lot as a site for the Ice Castle. It was felt the city would cooperate to make water available for construction. Promotion would take place with guidance of the Visitors Bureau. Other events in conjunction with the Ice Castle could be staged in the future to bring more people downtown.**

**Karen will present information at the next meeting to guide decisions made to build up the reserve fund and the impact of not taking on any 2018 Capital projects.**

**Maria Rosholt has indicated up to \$3,000 would be needed to be allocated for the watering trucks for maintenance of the plantings beginning next year.**

**NEXT AGENDA: Work will continue on the 2018 Work Plan and Budget.**

**Motion to adjourn made by Kevin Ricks. Second by Dan Gavinski. Approved.**

Business Improvement District				
Revenue & Expense Report - DETAILED				
As of July 15, 2017				
FUND 21	2017 BUDGET	2017 YTD	Anticipated Final 2017	REQUESTED 2018
<b>BID REVENUE</b>				
2017 BID Assessments	\$294,857.00	\$294,777.72	\$294,777.72	\$297,592.00
<b>4270-210 BID ASSESSMENT REVENUE</b>	<b>\$294,857.00</b>	<b>\$294,777.72</b>	<b>\$294,777.72</b>	<b>\$297,592.00</b>
Miscellaneous Revenue - Rotary Club Donation	\$0.00	\$1,619.00	\$1,619.00	\$0.00
<b>4800-210 MISCELLANEOUS REVENUE</b>	<b>\$0.00</b>	<b>\$1,619.00</b>	<b>\$1,619.00</b>	<b>\$0.00</b>
Interest From Operating Bank Account	\$240.00	\$77.56	\$180.00	\$180.00
<b>4812-210 INTEREST ON INVESTMENTS</b>	<b>\$240.00</b>	<b>\$77.56</b>	<b>\$180.00</b>	<b>\$180.00</b>
Transfer for Woodside Developer Agreement	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Transfer for Riverwalk Vignettes	\$76,259.00	\$76,259.00	\$76,259.00	\$0.00
<b>4920-210 TRANSFER FROM SURPLUS</b>	<b>\$91,259.00</b>	<b>\$91,259.00</b>	<b>\$91,259.00</b>	<b>\$15,000.00</b>
<b>TOTAL BID REVENUE</b>	<b>\$386,356.00</b>	<b>\$393,818.28</b>	<b>\$394,335.72</b>	<b>\$312,772.00</b>
<b>BID OPERATING EXPENSES</b>				
Downtown Seasonal Clean-up	\$2,574.00	\$0.00	\$2,574.00	\$2,575.00
Paid Intern	\$0.00	\$0.00	\$0.00	\$0.00
<b>5620-210-1000 SALARIES</b>	<b>\$2,574.00</b>	<b>\$0.00</b>	<b>\$2,574.00</b>	<b>\$2,575.00</b>
Foresite Software - Web Domain/City Site	\$250.00	\$0.00	\$250.00	\$250.00
Office Supplies - Postage/Copies	\$500.00	\$356.41	\$500.00	\$500.00
<b>5620-210-2000 OPERATING SUPPLIES</b>	<b>\$750.00</b>	<b>\$356.41</b>	<b>\$750.00</b>	<b>\$750.00</b>
Johnson Block - Audit Fees	\$1,300.00	\$800.00	\$1,300.00	\$1,300.00
Attorney Fees - Hasler	\$5,000.00	\$2,125.02	\$5,000.00	\$5,000.00
<b>5620-210-2001 LEGAL &amp; AUDIT FEES</b>	<b>\$6,300.00</b>	<b>\$2,925.02</b>	<b>\$6,300.00</b>	<b>\$6,300.00</b>
Riverwalk Lights	\$2,000.00	\$1,031.83	\$2,000.00	\$2,000.00
<b>5620-210-2200 UTILITY EXPENSE</b>	<b>\$2,000.00</b>	<b>\$1,031.83</b>	<b>\$2,000.00</b>	<b>\$2,000.00</b>
Downtown Entertainment - Performers	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00
July 4th Celebration	\$3,500.00	\$4,237.00	\$4,237.00	\$4,500.00
<b>5620-210-2220 FESTIVALS &amp; ENTERTAINMENT</b>	<b>\$25,500.00</b>	<b>\$26,237.00</b>	<b>\$26,237.00</b>	<b>\$26,500.00</b>
<b>Advertisements</b>				
Ad-Lit Front Desk Check in Packet	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
Ad-Lit Travel Guide	\$11,500.00	\$0.00	\$11,500.00	\$11,500.00
<b>Billboards</b>				
Highway 16 Sign - Repair & Maintenance	\$2,000.00	\$0.00	\$2,000.00	\$2,000.00
Interstate Signs	\$5,700.00	\$0.00	\$5,700.00	\$5,800.00
Lake Delton Sign (Corner)	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00
Hwy 12 & Hwy 13 (Contract Up March 2019)	\$11,500.00	\$11,500.00	\$11,500.00	\$11,500.00
<b>5620-210-2230 ADVERTISING &amp; BILLBOARDS</b>	<b>\$39,200.00</b>	<b>\$20,000.00</b>	<b>\$39,200.00</b>	<b>\$39,300.00</b>

**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>Anticipated Final 2017</u>	<u>REQUESTED 2018</u>
<i>Woodside Way - Year 45of 10</i>	\$85,000.00	\$0.00	\$85,000.00	\$85,000.00
<b>5620-210-2240 DEVELOPMENT AGREEMENT</b>	<b>\$85,000.00</b>	<b>\$0.00</b>	<b>\$85,000.00</b>	<b>\$85,000.00</b>
<i>Bud Gussel - Bavarian Village Restroom</i>	\$9,144.00	\$6,858.00	\$9,144.00	\$9,144.00
<i>DUKW - Wizard Quest Restroom</i>	\$15,700.00	\$11,580.88	\$15,700.00	\$16,015.00
<b>5620-210-2250 PUBLIC RESTROOMS</b>	<b>\$24,844.00</b>	<b>\$18,438.88</b>	<b>\$24,844.00</b>	<b>\$25,159.00</b>
<i>Bridge Flag Maintenance</i>	\$3,500.00	\$72.00	\$500.00	\$3,500.00
<i>Flowers - Thompson's Full Bloom</i>				
<i>Spring/Summer Flowers</i>	\$17,690.00	\$17,390.00	\$17,690.00	\$46,688.00
<i>Spring/Summer Maintenance</i>	\$13,880.00	\$0.00	\$13,880.00	
<i>Fall Flowers</i>	\$4,760.00	\$0.00	\$4,760.00	
<i>Winter Flowers</i>	\$4,135.00	\$0.00	\$4,135.00	
<i>Flowers - Country Bumpkin</i>				
<i>Autumn Street Decorations</i>	\$4,023.00	\$0.00	\$4,023.00	
<i>Oak Street - Autumn Décor</i>	\$1,512.00	\$0.00	\$1,512.00	
<i>Duchess Plaza - Autumn Décor</i>	\$688.00	\$0.00	\$688.00	
<b>5620-210-2700 MAINT. /REPAIR</b>	<b>\$50,188.00</b>	<b>\$17,462.00</b>	<b>\$47,188.00</b>	<b>\$50,188.00</b>
<b>TOTAL BID OPERATING</b>	<b>\$236,356.00</b>	<b>\$86,451.14</b>	<b>\$234,093.00</b>	<b>\$237,772.00</b>
<b>BID ECONOMIC DEVELOPMENT</b>				
<i>Riverwalk Vignettes</i>	\$150,000.00	\$150,000.00	\$150,000.00	\$0.00
<i>New Project Surplus</i>			\$0.00	\$75,000.00
<b>5650-210-2000 ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>	<b>\$75,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$386,356.00</b>	<b>\$236,451.14</b>	<b>\$384,093.00</b>	<b>\$312,772.00</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>\$0.00</b>	<b>\$157,367.14</b>	<b>\$10,242.72</b>	<b>\$0.00</b>
<b>FARMERS MARKET</b>				
<i>Farmer's Market Revenue</i>	\$0.00	\$6,085.00	\$6,500.00	\$1,000.00
<b>4690-210 FARMERS MARKET REVENUE</b>	<b>\$0.00</b>	<b>\$6,085.00</b>	<b>\$6,500.00</b>	<b>\$1,000.00</b>
<i>Farmer's Market Expenses</i>	\$0.00	\$795.80	\$1,000.00	\$1,000.00
<b>5660-210-2000 FARMERS MARKET EXPENSES</b>	<b>\$0.00</b>	<b>\$795.80</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>
<b>TOTAL Farmer's Market</b>	<b>\$0.00</b>	<b>\$5,289.20</b>	<b>\$5,500.00</b>	<b>\$0.00</b>