Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, October 4, 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 September 20, 2017 Meeting Minutes (attached)
3. Highlights of Kilbourn City Live Music Festival 9/30 — Jesse DeFosse
4. Update on Dells on Tap Weekend 10/13 & 10/14 — Jesse DeFosse
5. Update on 2018 Budget Meeting with Finance Committee 10/3 — Kelli Trumble
6. Discussion/Decision 2018 Country Bumpkin Fall Décor (attached) — All
7. Discussion Mayor's 2018 Budget Proposal (attached) — 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: September 29, 2017

<u>Upcoming BID Meetings:</u>

- Wednesday, October 18, 2017 at 8:30am
- Wednesday, November 1, 2018 at 8:30am

ITEM 2

BID Committee
September 20,2017

Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Dan Gavinski; BID
Jesse DeFosse; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Karen Terry; City treasurer
Brian Holzem
Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.
Motion to approve September 6 minutes made by Justin Draper. Second by Jesse DeFosse. Approved.

RIVER WALK PHASE 2 STORYTELLING:
Andrea Novotny , who wrote the final copy for the ten vignettes on the River walk, inquired about the possibility of making more information available to the public. No formal proposal has been put together and at this time there is no determination of how much this effort might cost. It was felt that further information is available but probably not easily accessible for the public. Andrea will be asked to outline some ideas for committee consideration.

SIGNAGE FOR RIVER WALK SURVEILLANCE:
Four samples for sign copy were presented for discussion. Sample C received consensus approval. Copy reads: "Please Respect and Enjoy Dells River Walk"
" 24 Hour Video Surveillance"
Copy will be written in English and Spanish and include the DRAD logo. The approved copy will be forwarded to Parks and Recreation Director Thad Meister for completion.
Discussion also held briefly about providing a designated area for graffiti. It was felt any such decisions will need to involve several city committees.

COUNTRY BUMPKIN AUTUMN DECOR:
All decoration work by Country Bumpkin has been completed.

DUCHESS PLAZA MAINTENANCE:
A list of responsibilities has been developed by the High Rock Cafe staff for reference in 2018. The list will be given to Cheesecake Heaven management so they can make a final decision on assuming the in-season maintenance of Duchess Plaza. Yet to be determined is a schedule of times to perform these duties. Chris Tollaksen will continue to be in touch with the managers at Cheesecake Heaven.

2018 BID BUDGET:
The revised proposed budget was reviewed with the following points being made:

1. Wisconsin Dells Rotary has determined that their donation of $1619 be used for banners at the on the Illinois Avenue bridge. They would like to see Joe Leute's photography of the Upper Dells be utilized on the banners. Chris will contact Zebra Dog to see if the Rotary's ideas can be incorporated into the over all Way Finding banner program and what the cost would be. Concern expressed was that the cost may exceed the amount of the donation.
2. The contact for maintenance of the Bavarian Village restrooms is Joe Gussel. The committee would like to see upkeep of those facilities equal to that being done at the restrooms at Wizard Quest. Pending response from Joe Gussel, the allocated amount will remain in the budget. Other alternatives for maintenance of the Bavarian Village restrooms were discussed briefly.
3. Finding additional revenue to address other projects was discussed. Dan Gavinski made a motion to add $29,759 to the Festivals and Entertainment expense line. A proposed increase in the special BID property assessment would pay for the additional expenditure. Second by Jesse DeFosse. The expressed intent of the expenditure is to provide funding for developing an Ice Castle attraction in the downtown.

Motion to approve the 2018 BID Budget with addition of $29,759 in revenue and expenditures was passed unanimously.

Jesse DeFosse reviewed Kilbourn City Live activities and performance schedule. It is hoped with favorable weather attendance can exceed the first festival.

AGENDA: OCTOBER 4 MEETING:
Items will include a review of Kilbourn City Live, update on Bavarian Village restroom maintenance and other topics to be determined.

Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.

ITEM 6

Country Bumpkin
Fall 2018

Following is our budget proposal for the 2018 season for the materials and labor to be used to decorate the downtown City for Fall, after the Wo Zha Wa Festival.

The four locations for the jumbo corn shock arrangements with jumbo gourd-like squash, prizewinner pumpkins, white pumpkins, blue pumpkins, and reddish-orange cinderella pumpkins, are as follows:

1) LaCrosse St. -- the corner at Showboat Saloon
2) Eddy St. -- across from the old Sand Bar
3) Cedar St. -- 700 block corner
4) Cedar St. -- 800 block corner

As always, if one of our varieties does not mature or do well for the season, we are sure to make up for the lack of one type with another type.

Below is my quote for one jumbo arrangement. It is the same pricing as always:

14 corn shocks @ $8.00 each	$112.00
3 blue delight pumpkins @ $4.00 each	$12.00
3 pink delight pumpkins @ $4.00 each	$12.00
3 jumbo gourds @ $4.00 each	$12.00
12 smaller white snowball pumpkins @ $2.00 each	$24.00
4 white cinderella pumpkins @ $4.00 each	$16.00
4 Cinderella red-orange pumpkins @ $4.00 each	$16.00
4 whitish-grey delight pumpkins @ $4.00 each	$16.00
6 colorful Indian corn (arranged & tied in bunches of 3) @ $1.00 each	$ 6.00
4 X-Large traditional orange pumpkins @ $6.00 each	$24.00
3 Jumbo Prizewinner bright-orange pumpkins @ $40.00 each	$120.00
3 Hrs. Labor @ $25 per hour (1 Hr. x 3 people)	$ 75.00
Delivery	$10.00
TOTAL FOR 1 (ONE) SITE	$ 455.00

x 4 arrangements = $ 1,820.00

Next is the quote for placing 2 corn shocks on each light pole in the City, down Broadway. Each pole requires 2 corn shocks to make them stand up straight and look full. There are 29 light poles down each side of the street from the bridge to Cedar Street and Famous Dave's, making a total of 58, plus you have us do 5 more light poles past Famous Dave's, extending to Church Street. This makes a total of 63 light poles.

126 corn shocks @ $8.00 each	$ 1,008.00
Labor for 63 poles (8 hrs. x 3 people)	$ 520.00
Material loading & delivery	$ 50.00
TOTAL FOR 63 POLES	$ 1,578.00

Take-down is the first week in November. We go green and place all the debris in our compost heap.
The quote for take-down and clean-up is as follows:

Labor for 63 poles (4 hrs. x 2 people @ $200) plus travel, equipment, fuel $325.00
Labor for each corner arrangement (1 hr. x 2 people x 4 arrangements) $200.00
Labor for unloading, cutting & removing all strings, disposing of debris $100.00

TOTAL FOR TAKE-DOWN $625.00

The Grand Total for the original Broadway project is $ 4,023.00.

In addition, here is the quote for the original Oak Street area:

Oak Street 7 light poles (2 corn shocks on each pole). $112.00
Total for 1 (one) 2/3rd size corn shock arrangement (same height/ reduced girth) . . . ($300 each)

(We had set up 4 of these corn shock arrangements, 2 on each side of Oak Street) x 4 . ..... $1,200.00
Labor for take-down and clean-up of the Oak Street area $200.00

TOTAL FOR ORIGINAL OAK STREET AREA $1,512.00

In the Duchess Area, for 2018, we will tie 4 corn shocks onto each of the 9 skinny poles along both sides of the Duchess. Because of the poles' skinny size, we feel the need to have 4 corn shocks around each of them so they stand well and look appropriate.

On the bow of the Duchess itself, we make one extra-tall full size corn shock arrangement, using our taller Indian Corn stalks versus the field corn stalks we regularly use. We will again use our extra tall wooden support to hold the 12 to 14 corn shocks sturdy, and this jumbo corn shock arrangement will go up high in the bow of the Duchess. We will decorate with Indian corn tied onto the corn shocks, and then on top of the front bow of the Duchess, we will arrange with three jumbo prizewinner pumpkins and our other large gourd shaped squash, cinderellas, white, blue, and pink pumpkins, along with regular x-large orange pumpkins, to make it look attractive.

Following is the quote for doing the DUCHESS area in 2018:

Duchess 9 skinny light poles (4 corn shocks on each pole). . . . .(total of 36) $288.00
Total for 1 (one) full size corn shock arrangement on bow of Duchess (using tall Indian corn stalks) . $300
(includes all the decor items, delivery, and labor)
Labor for take-down and clean-up of the Duchess area $100.00

TOTAL FOR THE DUCHESS AREA $688.00

TOTAL FOR ALL COMPLETED PROJECTS (BROADWAY, OAK STREET, & DUCHESS AREA) = $6,223.00

ITEM 7

CITY OF WISCONSIN DELLS

OFFICE OF THE MAYOR

2018 BUDGET PROPOSALS

September 25, 2017

In this, my last budget proposal in my term as Mayor, I offer combination of dusting off previous ideas along with challenging our city leaders on new directions. I have been literally blessed by a talented team of department heads and council members who have braved difficult changes in city fiscal policy, innovative methods of bringing new features and businesses to our city, and a variety of decisions that I now have not come easy. I also would be remiss if I did not acknowledge the tremendous amount of hard work, dedication, and professionalism demonstrated by all of our city employees and volunteers. Our city's true representatives and assets are those who drive plow trucks, fight fires, coach our kids, patrol our streets, and keep our water clean and our lights on. From the part-time summer help to our full time, long-term employees, our city workforce is the main reason our city remains to be the best place to live and play.

While I may only have a few months left in my term, I am not the type of person who is going to shy away from ideas and changes aimed at keeping our city on task to be the best it can be. The changes I am proposing are not intended to draw negative attention to one particular committee or department. Instead, these budget suggestions are made in my final attempt as mayor to ensure our city is focused on its future and those responsible for it.

Proposal 1: Create a business license for city businesses.
Reasoning: I have repeatedly offered this proposal in the past with mixed reception by our city council. Our city has made significant investments into creating a better downtown, and a better business climate in general for our residents and visitors alike. A business license is a staple in almost every other community expect ours. Businesses have come and gone, started without proper state licensing, made changes without building permits, and some have even scoffed at ordinances designed at our community's safety and increased property values.

A business license would not only allow the city a resourceful tool of knowing who and what is conducting business, but can also have a positive effect on those businesses who are striving for change and betterment in a literal circus of commercial activity. Our city requires a license or permit to do such things as building a house, serve a beer, even to own a dog. Yet the city council continues to stall on the concept of a business license. A business license should never be looked at as a barrier or intrusion on a free market environment. Instead, it can offer our city a mechanism of

understanding and compliance to our collective goals of making the City of Wisconsin Dells a vibrant and energizing place to own a business.

Proposal 2: Establish a city-wide goal of "no empty commercial property by 2022" through a cooperative effort between the BID, CDA, and local banking institutions. Reasoning: Our façade grant program has allowed some businesses to make significant changes in their appearance. Other businesses have made even more improvements and investments on their own and are highly commended for doing so. Our city has been rewarded by seeing a 3% growth in commercial property values east of the river. However, that 3% growth was preceded by several years in which we have seen over a 25% decline.

The BID needs to take a strong leadership role in seeking new business opportunities for our entire city. The BID and CDA should be commended for their concentration and efforts in the downtown revitalization effort. I challenge them to now seek an expanded role in means to work with current property owners while finding funding mechanisms to seek the installment of new year-round businesses. This no doubt will take significant effort, and thus a public-private partnership between those who serve on our city's committees and our local banks will be needed to see this through. This will most likely mean a change in traditional budget models for the BID and CDA, requiring a strong sense of prioritizing the need for putting money into this goal of transitioning blighted and vacant commercial properties into possible business incubators. This also means that the vision for our city's economic future must also extend beyond the downtown and beyond beautification efforts. Our city leaders must look to creative uses and incentives allowable in TIF districts, while working with local banks on funding mechanisms to create a vibrant exit 87 area, improve traffic flows in our gateway areas, and consider a general consensus to remove the blighted buildings, billboards, and owners of prime property throughout our city.

Proposal 3: Hire a public safety director.
Reasoning: The merger study conducted in early 2017 satisfied the debate that a merger between the Lake Delton and WI Dells Police Departments was not feasible. The complexities of policing in four different counties and responding to fire calls in five only adds to the strains of communications and planning when it comes to emergency management, special event planning, and disaster response. The leaders of our police and fire departments are also stretched thin for managerial time, and our city must address the need for being proactive in training, policies, and personnel management of our public safety services.

Under my proposal, the public safety director position would have oversight of the police department, fire department, emergency management, and parking. While parking is typically not considered part of public safety considerations in most communities, parking considerations are a major component to traffic flows and special events in our city. The public safety director would be expected to set policies, budgets,

manage training functions, network with surrounding local and state agencies for disaster planning, coordinate special events with area stakeholders, and be a liaison to the Mayor and City Council to the general operations of our city public safety services.

Proposal 4: Consider turning over 911 operations to Columbia County by 2019.
Reasoning: While serving on the State's Legislative advisory committee on the future of 911 operations, it is clear to me that 911 services are moving away from local control to regional centers. Already, counties are the focus and recipients of grants and training directed at public safety communications. Our city must typically fight to be part of grant awards and technology considerations for 911 operations. The decline of landline phones has already caused the bulk of 911 calls to be first routed to county call centers, and technology has made it possible to narrow down caller locations through GPS interface. Our current computer hardware and software systems are also antiquated and the cost to upgrade them have been estimated to exceed $300,000.

The County is already planning for key technology and operational changes that would make the transition smooth, and allow for an upgrade of services and technology our city currently does not have. The transfer of other local municipal call centers to county dispatch centers have proven to be a wise decision by those cities and did not result in a lack of service to their citizens. Additionally, the load of calls from our townships to the Dells 911 center is currently not being realized and supported fiscally by the townships. Our city is in essence providing a regional 911 center on the backs of our city taxpayers. This system is not sustainable.

The two predominant concerns I have with this proposal are considerations of any loss of emergency communications services, and the jobs that would be impacted. I am convinced after researching this proposal that no lack of service to our public safety personnel, property owners, and general public would be jeopardized. I also would recommend to the council that a portion of our communications employees be re-classified as police clerical positions to reduce job loss while addressing a concern of clerical duties in the police department.

Proposal 5: Replace/remodel outdoor pool.
Reasoning: Our city swimming pool is a tremendous asset to our community. The generous monetary gift of a new indoor pool by Mr. Bud Gussel is also not materializing with the plans for a new high school. Mr. Gussel's vision for a community pool to make sure all children in our area know how to swim seemingly will only be accomplished with an outdoor pool. I would suggest that the Parks Committee develop three final options to remodel/replace the outdoor pool, engage the community to select one of the three options, and then begin a capital campaign to see the project completed. Preliminary design options have included a smaller pool that could be heated to extend the swim season by two months, options for a competition-level pool for additional swim meets, and even a pool with a retractable roof system. The city must take the lead on our community outdoor pool and settle the debate that an indoor pool is just not feasible for our community.

Closing

The recession from 2008 has created a new norm of financing local government. Our parks department is stretched thin for adult supervisors, coaches, and maintenance. Our public works and utility employees are already at minimum staffing. Our police department has not seen an increase of personnel for ten years and their safety is at stake when we do not have enough cops on the street to do the job. Not to mention all of our employees are working in outdated, dilapidated, and embarrassing buildings.

I am proud to state that through tough decisions and strict fiscal management our city has put itself in a position to address building needs in 2019. The next mayor, and his/her council will finally afford to plan and construct new city facilities that have been delayed and ignored for decades. Yet the struggle of daily operational costs of personnel will not be so easily remedied. Yes, continued improvement and growth in our residential and commercial districts will ultimately result in stabilizing revenues enough to maintain vital city services. However, to think that restoring property values alone will enable us to make the necessary personnel additions overnight would be foolish. We are thus left to make further decisions on which city services are vital and how we can plan for their growth.

I understand that some of these proposals may come with a fear for the unknown as I suggest we venture into a new way of planning and managing our public safety services. I ask that my constituents trust my proposals are made with a combination of my professional experience in this field, my network of understanding the success and growth of other community's operations, and a firm commitment that my first duty as Mayor is to always ensure the safety of our employees and citizens.

Mayor Brian Landers
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