

Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, October 18, 2017 at 8:30AM

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

1. Call to Order
2. Approval of the October 4, 2017 Meeting Minutes (attached)
3. Highlights of Dells on Tap Weekend Jesse DeFosse
4. Christmas Tree Lighting Event by Downtown Dells Association Mark Sweet
5. Review Roger Brooks Downtown Action Plan All
6. Discuss Mayor's Proposal to Create Business License All
7. Discuss Mayor's Proposal to Target Empty Commercial Property All
8. Items for Next Agenda All
9. Adjournment

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

Kelli Trumble, Chairperson

Posted & Distributed: October 13, 2017

Upcoming BID Meetings:

- Wednesday, November 1, 2017 at 8:30am
- Wednesday, November 15, 2018 at 8:30am

**BID Committee
October 4, 2017**

Attending: Kelli Trumble; chairwoman	Jenifer Dobbs; WDVCB
Kevin Ricks; BID	Lori Buesing
Justin Draper; BID	Marijo Zietlow
Kyler Royston; BID	Jim Decker
Jesse DeFosse; BID	Chris Tollaksen; Public Works
Mark Sweet; BID	Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve September 20 minutes made by Justin Draper. Second by Kyler Royston. Approved.

KILBOURN CITY LIVE MUSIC FESTIVAL:

Jenifer Dobbs reported that attendance estimates were around 10,000 people. Daytime activities were well attended. Crowds increased during the day with evening attendance by Cracker seeing the largest crowds. Terrific weather conditions helped the attendance.

The Visitors Bureau is gathering statistics from the weekend and will be considering the possibility of taking over direction of Kilbourn City Live. To continue upgrading the entertainment will require more fundraising and is an area the Bureau can provide leadership.

DELLS ON TAP: OCTOBER 13-14:

Over 2700 tickets for the Microbrew Tent tasting area are expected to be sold. There will be some family and children's activities taking place at Duchess Plaza. A Saturday Fun Run and Bag Toss tournament are planned and a number of local taverns will be participating in the Craft Beer Walk on Friday night.

FINANCE COMMITTEE MEETING UPDATE:

The Finance Committee approved the 2018 BID Budget which will be forwarded to the City Council for final action. The Finance Committee recommended that BID look at planning to address funding the final two years of the contract commitment for the Woodside Sports Complex.. City Treasurer Karen Terry will prepare revised numbers from the Economic Development line in the budget which will address the Woodside contract in Years 9 and 10.

2018 FALL DECOR BUDGET:

Country Bumpkin prepared a specific budget for autumn decor on Broadway, Oak St. and Duchess Plaza. The numbers are within the guidelines of the 2018 BID budget. Consensus approval of these plans.

MAYOR LANDERS 2018 BUDGET PROPOSAL:

The Mayor advocated the establishment of a city business license and set the goal of no empty commercial properties by 2022. Initial discussion from committee members indicated support for BID taking a strong role in working towards 100% occupancy with a good mix of businesses, new and old. To achieve the long term goal, working with CDA (Community Development Authority) as well as the private sector, packages of incentives need to be developed to both attract new businesses and foster growth from existing businesses. It was also felt the Roger Brooks study should serve as a reference guide to start considering the types of businesses most desirable to attract. Another point made was the possibility of looking at City purchase of vacant locations to spur the development of incubator businesses at reasonable rental rates. An added point made was the need to have accurate pedestrian traffic numbers through downtown which could be important data for new businesses in their decision making.

The BID Committee had previously expressed support for a City Business license. It is felt an accurate registry of existing businesses by means of a license would be useful in attracting other businesses. It could also determine precisely what business is being conducted and whether Premier Resort Tax is being collected at that location.

AGENDA: OCTOBER 18 MEETING. Items will include continued discussion on City business license and attracting businesses, review of Dells on Tap weekend, Downtown Christmas tree and other items to be determined.

Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.