Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, November 1, 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 18, 2017 Meeting Minutes (attached)	
3. Discussion/Decision - Budget Plan for Woodside Agreement	Treasurer Karen Terry
4. Discussion/Decision - BID Billboard Repairs – Eric Larson Contract	All
5. Discussion – Roger Brooks Downtown Action Plan	All
6. Discussion - Mayor's Proposal to Create Business License	All
7. Discussion - 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 27, 2017

Upcoming BID Meetings:

- Wednesday, November 15, 2017 at 8:30am
- Wednesday, November 29, 2017 at 8:30am
- Wednesday, December 13, 2017 at 8:30am

ITEM 2

BID Committee
October 18, 2017

Attending: Jesse DeFosse; vice-chairman
Justin Draper; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Jenifer Dobbs; WDVCB
Jim Decker
Zac Zastava
Diane Zastava
Ed Legge; Dells Events

Meeting called to order by Vice-chairman Jesse DeFosse.
Motion to approve October 4 minutes made by Justin Draper. Second by Kyler Royston. Approved.

DELLS ON TAP REVIEW:
Jenifer Dobbs reported final Saturday ticket count was around 2600 and tent activities went well despite less than ideal weather. There was very little negative feedback about the lack of Harvest Fest activities from prior years. 580 tickets were sold for the Friday night Craft Beer Walk which was down slightly, attributed mostly to weather.

CHRISTMAS TREE LIGHTING:
The Downtown Dells Committee, working with the City, has purchased a 22 ft. artificial tree. A tree lighting ceremony is being planned for Saturday evening December 2nd at 5PM. The tree will be placed at the empty lot on the corner of Cedar and Broadway. The High School Choral Department will be taking part and the rest of the activities are being finalized.
The Committee has just completed a survey of downtown business hours during the off season. This information will be part of a map which will be made available to all businesses shortly. It was suggested that the Bureau receive a copy of the finished product and to attempt to get in the hands of concierge desks at the water park resorts.

ROGER BROOKS DOWNTOWN ACTION PLAN:
Recommendations 29 and 30 from the 2014 Brooks Plan were reviewed. These two proposals pertained to the recruitment of new businesses. Discussion centered on the need to hire a professional recruiter and the development of a business opportunities brochure. It was felt that a great deal of information needed for a quality brochure is already available. The completed traffic study has some summer pedestrian and vehicular traffic counts with major emphasis at River Road / Broadway intersection. Mayor Landers has recommended $50,000 for hiring a business recruiter in the 2018 budget. The proposal awaits final Finance Committee and City Council action in the next few weeks.

CITY BUSINESS LICENSE:
Kevin Ricks provided information from Gatlinburg, Tn. which has a simple license application at a one time cost of $30 to the applicant. San Antonio,Tx. has no business license. The Wisconsin Dells business license proposal was not approved last year when it was presented. It was felt that some businesses had concerns last year about providing too much information about their activities. There remains a concern that at present there is no way to determine if a business is collecting Premier Resort taxes (PRT). License information should confirm a businesses' PRT number. At present, the City does not possess complete contact information on both the property owner and tenants for every downtown location. A simple description of the type of business taking place at every location is also not in place at this time. These points could assist the BID in making recommendations on a City license.

VACANT COMMERCIAL PROPERTY:
Discussion focused on recommendations 29 and 30 from the Brooks plan. Reference was also made to look into how other communities were able to get business incubator programs started as a creative way to attract new ventures and fill empty storefronts.

AGENDA: NOVEMBER 1 MEETING.
Discussion will continue on the City Business license, filling empty storefronts, and business recruitment.

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