



**PARKING BOARD MEETING**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING ~ 300 LA CROSSE STREET**  
**WISCONSIN DELLS, WI 53965**  
**June 8, 2015**

Chairperson Fox called the meeting to order at 6:00 P.M. Notice of the meeting was provided to the *Dells Events*, WNNR Radio, and posted in accordance with State Statutes.

Present: Chairman Ed Fox, Mayor Brian Landers, Ald. Ed Wojnicz, Kelli Trumble, Keith Koehler, Police Chief Jody Ward and Public Works Director David Holzem .

Others: Ald. Jesse Defosse and Ed Legge representing the Wisconsin Dells Events.

1. Motion by Keith Koehler and seconded by Kelli Trumble to approve the minutes of the May 11, 2015 Parking Board meeting. Motion carried unanimously.
2. Continue discussion and any decision(s) on off-season parking ideas.

Chief Ward distributed a spreadsheet and graph representing parking revenue by month. Chief Ward answered questions regarding the same.

Keith Koehler mentioned increasing the parking season to accommodate for any lost revenue when advertising free off-season parking. Several revenue increasing ideas were mentioned by Chief Ward and DPW Director Holzem. These ideas included extending the parking season, increasing fines and enforcing parking meters year round with free parking in the parking lots.

Kelli Trumble asked to have board members attend a future BID meeting. Chairman Fox agreed.

Motion by Koehler and seconded by Holzem to table. Motion carried unanimously.

3. Items for referral to subsequent meetings: Discuss off-season parking.
4. Next meeting July 13, 6pm.
5. Motion by Mayor Landers and seconded by Kelli Holzem to adjourn. Motion carried unanimously.

Submitted by:  
Jody J. Ward  
Chief of Police

**BID Committee  
June 24, 2015**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Ald. Ed Fox; Parking Board chairperson</b>
<b>Dan Gavinski; BID</b>	<b>Chief of Police Jody Ward</b>
<b>Kevin Ricks; BID</b>	<b>Keith Koehler; Parking Board</b>
<b>Justin Draper; BID</b>	<b>Brian Holzem</b>
<b>Kyler Royston; BID</b>	<b>Jim Decker</b>
<b>Mark Sweet; BID</b>	<b>Lisa Beck; Visitors Bureau</b>
<b>Chris Tollaksen; Public Works</b>	<b>Ed Legge; Dells Events</b>

**Meeting called to order by Chairwoman, Kelli Trumble.  
Kevin Ricks moved to approve June 10 meeting minutes. Second by Dan Gavinski.  
Approved.**

**SHOULDER SEASON PARKING:**

**Members of the Parking Board were invited for a discussion of off- season (shoulder season) downtown parking issues. The following points were made:**

- 1. Kelli Trumble...Parking in downtown must be part of a comprehensive way finding program to direct people both to downtown and in downtown as well.**
- 2. Kelli Trumble...Wayfinding should be tied into the overall brand the downtown hopes to identify soon. Therefore parking should also be part of the brand identity.**
- 3. Dan Gavinski...WDVCB earlier attempt at way finding uncovered several issues including DOT signage restrictions on state highways and competing businesses taking issue with sign placement featuring competitors on their properties.**
- 4. Ed Fox..The Parking Board needs to increase revenues. One overriding reason is the goal to establish the Parking Board as an independent utility. As an independent utility, revenues could be under the control of the utility instead of going into the general city fund. The Parking Board would have greater ability to move ahead with initiatives. Another factor for increasing revenue is to offset any expenses or revenue shortfall anticipated by promoting free " shoulder season" parking.**
- 5. Keith Koehler...A 25% increase in parking meter rates should offset any revenue shortfall from stronger promotion of free off season parking. Chief Ward... Digital meters could be changed to reflect changes in rates. The mechanical meters will be more difficult to do.**
- 6. Justin Draper...One of the major concerns expressed by businesses and customers alike was lack of consistency (in enforcement) and lack of clarity to the public regarding times of enforcement of the meters.**
- 7. Chief Ward...Free parking lot signs during the off season as well as stickers on the meters could be part of the comprehensive way finding.**
- 8. Chief Ward... Wisconsin Dells is a leader in the use of smart phone technology for parking. Where in use, parking revenues have doubled and continue to trend upwards.**

9. **Chris Tollaksen...** Businesses can currently rent parking stalls by the hour or day or more. Businesses could set up an account with the city to fund their stall and could validate parking for their customers, essentially creating free parking for their patrons.
10. **Early morning customers, particularly locals, complain about strict enforcement at that time of day. It discourages business activity. In addition, during the summer season visitors seem to be coming downtown at later hours more than ever before. Suggested revision of hours of enforcement could start at 11AM. Suggested end time of daily enforcement offered varied opinions and ideas to balance the need for revenue with being "customer friendly."**
11. **Definition of what constitutes off-season. General consensus for the months of November thru February. Much less consensus when to end free shoulder season parking with opinions ranging from March 1 to May 15.**
12. **The consensus opinion was that BID supports the creation of a Parking Utility. The BID supports the development of an area Wayfinding Plan as recommended in the Downtown Branding, development and Marketing Action Plan. The BID views parking in the downtown as an economic development tool and not as a general revenue source. It is vital that the parking policies, signage and marketing show that the city appreciates its customers. The BID requests that the Parking Board begin developing the shoulder season parking signage this year.**

**Dan made a motion that BID recommends to the Parking Board for action: 1) An increase of meter rates by 25%. 2) Signage to be developed and installed to explain clearly that parking is free in downtown November 1 - March 15 annually and that expense should be funded through Parking Board increased revenues. 3) The meters to be enforced March 15 through October 31 annually. 4) Daily enforcement begins at 11AM and concludes at 10PM with adjustments made by the Police Department as warranted. Motion seconded by Kevin Ricks. Approved by 4-2 vote with Justin Draper and Kyler Royston opposed.**

#### **RIVER WALK UPDATE:**

**Chris reported that in addition to the amended Engineering costs of \$144,000 which are being negotiated that estimates on the construction itself could possibly add another \$150,000 above what is approved in the grant. Altogether, the possibility exists for a total funding shortfall of close to \$300,000. The DOT now has the final plan for their action. It is still possible for bids to go out in September with Illinois Avenue bridge construction to begin in October. Dan suggested that two budget seasons due to the actual construction times could lessen the impact of the added costs. Chris suggested a fall start might also prove more beneficial with construction costs.**

#### **OPEN FLAGS:**

**Estimated costs of flags are \$30-\$35 each. Because so few flags have been distributed to businesses, Dan felt we need to not place obstacles for their use.**

