

**BID Committee
April 18, 2018**

**Attending: Kelli Trumble; chairwoman
Kevin Ricks; BID
Justin Draper; BID
Jesse DeFosse; BID
Kyler Royston; BID
Dan Gavinski; BID
Mark Sweet; BID**

**Chris Tollaksen; Public Works
Jenifer Dobbs; WDVCB
Mayor Ed Wojnicz
Tara Anchor
Jim Decker
Adam Makowski**

**Meeting called to order by Kelli Trumble; BID chairwoman.
Motion to approve the April 4th minutes made by Jesse DeFosse. Second by Kyler Royston.
Approved.**

New Mayor Ed Wojnicz made brief remarks to the committee. He foresees some consolidation of city committees. The impact of the reorganization on BID is yet to be determined.

DISCUSSION: DESTINATION DEVELOPMENT

With a new mayor and City Council installed, the committee was encouraged to review the Roger Brooks Study to see what has been accomplished to date and what remains to be done. It was felt that the Brooks Study needs to be customized towards the Wisconsin Dells experience with more effort made toward specificity. In discussion, it was suggested that various pieces have been or are being worked on by different entities, however no clear vision has been forwarded as to what it will all look like in the end. Having a clear picture of the final outcome can only help in setting priorities in the route to get to that point.

Several priorities were brought forth in discussion. The expansion of the River Walk over the Wisconsin River was considered very important to the future vision. Trying to work on an agreement for pedestrian use of the railroad bridge has been a fruitless process over many years. Thought might need to be given to working on a pedestrian bridge without Canadian Pacific, though it may be considerably more expensive. The need for hotel accommodations was another area where much more could be done. Recruiting specific anchor type businesses to spur both visitor counts and other business ventures was also considered a priority.

DISCUSSION: PUBLIC PLAZA LOCATIONS

The committee discussed positive elements of Duchess Plaza, such as its central location and the interactive element the Duchess boat offers visitors. These elements should not be overlooked when evaluating all possible plaza locations as their use should be for more than just an entertainment venue.

UPDATE: EVERY FAMILY ART PARK AND AQUARIUM INITIATIVE

Kevin Ricks informed the committee about the results of a meeting held with Dr. Every's son. A priority is to secure a location to keep the Forevermore sculpture and the accompanied pieces together. A 12 acre piece of property near Timber Falls Miniature Golf Course is being looked at as an "Art Park" location. The family is open to discussing a long term friendly lease in exchange for covering the costs of moving and preparing the entire collection for public viewing. The remainder of the substantial Every collection would be located along the route

River Walk and might also be routed towards public plazas. An additional possible display area could be along a proposed trail from the Riverwood development toward the downtown. The Ripley group met recently with the owners of the property being considered for building an aquarium downtown. The sides are still far apart on a price, however the owner is willing to consider terms for a long term lease. Discussions will continue and if an agreement can be reached, the City will then be approached for an incentive package.

AGENDA: MAY 2nd MEETING:

A Roger Brooks Webinar entitled “ Recruiting Downtown Business Mix” will be available to committee members at 10:30AM following the scheduled BID meeting. Tentative viewing location will be at the Visitors Bureau. Regular agenda will further move discussion from all items covered at this meeting.

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