

BID Committee
June 17, 2020

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz
Justin Draper; BID	Chris Tollaksen; Public Works
Jesse DeFosse; BID	Briana Faber; WDVCB
Adam Makowski; BID	Jenifer Dobbs; WDVCB
Dan Gavinski; BID	Brian Holzem
Mark Sweet; BID	

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve June 3 minutes made by Adam Makowski. Second by Dan Gavinski.

Approved.

EVENT UPDATES:

The Summer Entertainment program begins tonight with nightly performances through Labor Day. Jenifer Dobbs indicated there are six log benches that were built for the Oak St. plaza that could be refurbished and still be used at either the Cedar St. location or the Elm Street Plaza in the future. Cost to restore would be \$300 per bench. Jesse DeFosse made a motion to approve funding of \$1800 to restore the six benches. Second by Justin Draper. Approved unanimously.

A special insert for the July 2 Dells Events was presented to inform the public about 4th of July activities. Schedule is on the WDVCB website and will be on the Downtown Dells Facebook page. No other marketing is planned.

RIVER WALK IMPROVEMENTS:

The anchor vignette will be installed in the next couple of days. A dedication event is being planned for Monday, June 29 at 5PM. Representatives of the Historical Society, Van Wie family and foundation ,the Ho-Chunk Nation and city officials will be invited to participate. The press release featuring the new river spotlights will be sent to the Dells Events immediately. A second public release featuring the dedication ceremony will be prepared as soon as possible.

BRITE NIGHTS PRESENTATION:

To help direct his presentation, BID has been asked to provide some ideas of what amount of financial resources could be directed into a downtown lighting project. Dean Lyons understands the committee would be looking at doing a proposal in stages. It is possible there might be up to \$100,000 in undesignated funds in the 2020 budget. Discussion provided several other ideas such as partnering with property owners to jointly finance lighting their buildings, looking at Community Development funds being restored to help with financing a lighting project, and presenting a detailed proposal to the special Bureau committee in charge of the Economic Development Fund. With those sources to consider as well as the BID budget, a "wish list" for lighting downtown might look at \$500,000 - \$1,000,000 spread over several years. It was also thought that if possible any precise numbers of what the new lighting done at Doohickey's building could help the committee with this process. Dean is looking to set up a date to appear before the committee.

CREATIVE WORK / LOCAL BILLBOARDS:

The vinyl signage on all three local billboards being rented by BID is fading severely. Best current estimate to have new vinyl signage is \$1200 installed for each location. The consensus opinion was that the committee needs more time to consider any new messaging or creative work at these locations. In the short term, it is important that the billboards have a presentable message to the public for this summer and fall.

Jesse DeFosse moved to approve the expenditure of up to \$1200 per local billboard location to have replacement vinyl installed within 30 days. Second by Adam Makowski. Approved unanimously.

CLOSED SESSION:

Pursuant to state statute, Dan Gavinski made a motion for BID to convene in closed session. Second by Adam Makowski. Approved unanimously by roll call vote.

Dan Gavinski made a motion to reconvene in open session. Second by Adam Makowski. Approved unanimously by roll call vote.

Jesse DeFosse made a motion to proceed with actions as directed in closed session. Second by Adam Makowski. Approved unanimously.

Motion to adjourn made by Justin Draper. Second by Adam Makowski. Approved unanimously.

Mark Sweet, Secretary