

BID Committee
September 19, 2018

Attending: Kelli Trumble; chairwoman

Jesse DeFosse; BID

Kevin Ricks; BID

Justin Draper; BID

Adam Makowski; BID

Tara Anchor; BID

Jackie Horse; BID

Kyler Royston; BID

Dan Gavinski; BID

Mark Sweet; BID

Karen Terry; City Treasure

Mayor Ed Wojnicz

Chris Tollaksen; Public Works

Fiorella Niera

Jim Decker

Gail Jermier

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve September 5 minutes made by Tara Anchor. Second by Adam Makowski.

Approved.

2019 BUDGET:

Mark Sweet made a motion to place a full page ad in the 2019 WDVCB Visitor Guide at a cost of \$4,850 and to continue the Hotel Front Desk Check in Packet produced by Vector and Ink at a cost of \$2,500. Second by Dan Gavinski. Approved.

Committee reviewed projected operating expenses for the 2019 BID budget. Changes for the 2019 operating budget being recommended are:

- 1. Addition of full page ad in WDVCB Visitor Guide at \$4,850.**
- 2. Addition of \$12,000 for on-line advertising program which would include contracting with an individual to manage this program.**
- 3. Addition of \$1,000 for design and production of Business Recruitment brochure.**

Other topics covered during budget discussion included:

- 1. Retention of Attorney Fees line at \$5,000 in 2019, as needs may arise in relation to the Master Plan being developed.**
- 2. Retention of \$22,000 for Summer Entertainment program with plaza locations still to be developed.**
- 3. Retention of \$30,000 for Winter Festival to attempt to have the Ice Castle relocate to the downtown area in Winter 2020.**
- 4. Retention of \$4,500 for July 4th celebration with scope of program to be determined.**
- 5. Plantings and Flag Maintenance reduced from \$53,188 to \$41,832 with savings coming from the elimination of Duchess Plaza and Vehicle expense as well as elimination of fall flowers from Thompson's Full Bloom.**
- 6. BID Economic Development line would be recommended at \$80,000 in the 2019 budget.**
- 7. The budget does not address projects which may come from the Master Plan.**

AGENDA: OCTOBER 5 MEETING:

Jesse DeFosse will contact members of the Design Review Committee to join with BID to hear presentation of the Dells River Arts District Master Plan on October 5th. Final action will be taken on the 2019 BID Operating budget and action to be taken on request from the Parks and Recreation Department to help cover cost of the video system installed on the River Walk.

Motion to adjourn made by Adam Makowski. Second by Kevin Ricks. Approved.

