

**BID Committee
July 25, 2018**

**Attending: Kelli Trumble; chairwoman
Kyler Royston; BID
Adam Makowski; BID
Tara Anchor; BID
Jackie Morse; BID
Dan Gavinski; BID
Jesse DeFosse; BID
Justin Draper; BID
Mark Sweet; BID**

**Mayor Ed Wojnicz
Jenna Loda Eddy
Karen Terry; City Treasurer
Jenifer Dobbs; WDVCB
Chris Tollaksen; Public Works**

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve July 11 minutes made by Tara Anchor. Second by Kyler Royston. Approved.

2018 FINANCIAL REPORT:

City Treasurer Karen Terry updated the committee on the income and operating expenses for BID to date. With no planned Winter festival, \$29,759 would move from that designation into surplus funds in 2019. With no other anticipated expenses incurred, the July 4th festivities came in close to \$4,000 below budget. Those funds also will be surplus funds in 2019. Minimal savings on plantings may be able to cover the cost of plantings in the Cafe Zones which were not budgeted in 2018. In general, the status of the 2018 BID budget is right on track. BID budget should be turned into the City by the second week of September.

MEDIA EVENT FOR DRAD DEVELOPMENT PROJECTS:

A media event celebrating new projects being unveiled and completed has been set for Monday, August 27 at the new Riverfront Terrace. Unveiling of Joe Leute's Upper Dells river mural, completion of the mosaic paddlewheel by Corena Ricks on the wall in front of the Showboat Saloon, and opening of the rebuilt Eddy Street will be recognized. An hour long program is planned at 7PM.

Jesse DeFosse suggested adding the River Walk vignettes into the program in some manner.

Discussion moved to the designs by Zebra Dog for an enhanced entrance to the River Walk. No city funds have been earmarked for this project. The Dells Historical Society possesses one or two large anchors from the old Dells Boat tours which they would like to donate and see displayed on the River Walk, possibly at an entry point. Zebra Dog also prepared a plan with budget for the city to install an enhanced vignette at the Broadway River Walk entrance. This item will placed on the August 8 agenda for more discussion.

2018 CO-OP PHOTOGRAPHY PROGRAM:

The Visitors Bureau offers a photography program with Joe Leute covering half the costs of a three hour session. Cost to BID would be \$600 for one time block. Dan Gavinski suggested that up to date photography should be done every three years. Adam Makowski moved that BID allocate \$1200 for two three hour photography time blocks with the option to add a third session if it is deemed necessary. Second by Jesse DeFosse. The committee was assured that it would own all photography it pays for in this program. Motion passed unanimously.

PRINT MATERIALS AND WEBSITE:

Tara Anchor will gather all pertinent materials from the City and the Visitors Bureau which might be utilized to develop business recruitment cards and brochures. This will also guide discussion on what information is lacking and what is needed to obtain that data. Jenifer Dobbs will try to find brochures from other communities for comparison.

Tara and Adam Makowski will also gather material considered important in providing needed updates and improvements to both print media promotion and the DRAD website development. She feels the website needs to be geared more with the visitor experience in mind and not only used as a business recruitment tool.

SHARED BEST BID BUSINESS PRACTICES:

Chairwoman Kelli Trumble asked the committee to consider several directions for handling the increased responsibilities that are coming to the BID. Briefly outlined, method one would be to continue to have projects be assigned or supervised on a voluntary basis by committee members. Method two would be for BID to hire an individual to handle the various projects as they are brought forward, and the third method would be for certain projects and events contracted out to individuals with the skill set to accomplish what is required. Kelli asked that a more thorough discussion take place as the committee begins work on the 2019 budget.

AGENDA: AUGUST 8 MEETING:

Items for the August 8 meeting will include review of the interstate billboard contract for renewal, continued Master Plan discussion with Kevin and Corena Ricks, review of plans and recommendations for the entrance to the River Walk, discussion on Duchess Plaza and alternatives.

Motion to adjourn made by Adam Makowski. Second by Kyler Royston. Approved.