

**BID Committee  
June 20, 2018**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Melanie Tallmadge Sainz</b>
<b>Kevin Ricks; BID</b>	<b>Corena Ricks</b>
<b>Justin Draper; BID</b>	<b>Jim Decker</b>
<b>Jesse DeFosse; BID</b>	<b>Lori Beusing</b>
<b>Adam Makowski; BID</b>	<b>Brian Holzem</b>
<b>Tara Anchor; BID</b>	<b>Jenna Loda Eddy</b>
<b>Jackie Morse; BID</b>	<b>Eric Helland</b>
<b>Dan Gavinski; BID</b>	<b>Chris Tollaksen; Public Works</b>
<b>Kyler Royston; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Mark Sweet; BID</b>	<b>Ann Katz; Arts Wisconsin</b>

**Meeting called to order by Chairwoman Kelli Trumble.**

**New BID members Tara Anchor, Jackie Morse and Adam Makowski were officially welcomed to the committee.**

**Motion to approve the June 6 minutes made by Justin Draper. Second by Adam Makowski. Approved.**

**REVITALIZATION BLUEPRINT PROPOSAL:**

**Kevin and Corena Ricks presented an overview of a plan intended to connect the various ideas and concepts about the Dells River Arts District revitalization into a Master Plan. The Master Plan would serve as a primary vehicle to prioritize developments and projects. It would also be of prime importance to help attract new business ventures to invest time, effort and money into the district. It would also be a driving force in preparing potential grant and foundation requests. The Master Plan will be used as a tool to gain public support for various projects and initiatives.**

**The Ricks' will prepare a visual concept of the plan in about two months at a cost to BID of \$10,000. The plan would go from the Exit 87 exit to the Woodside Sports Complex on Highway 13 and will look at anchor businesses, pedestrian spaces, transportation methods and systems, public art, parking and more. The timeline was advanced so the blueprint could be incorporated in the 2019 budget deliberations. Committee discussion focused on the importance of both transparency with and public involvement in the process. Prioritizing various projects must consider the potential return on investment through Resort tax and Room tax. Another key point made was that without planning for financing these projects a lot of good effort will be wasted. The \$10,000 fee would come out of the BID Economic Development line in the 2018 budget.**

**Justin Draper moved that BID accept the proposal prepared by Kevin and Corena Ricks to allow them to begin work on the presentation. Second by Jesse DeFosse. Approved unanimously with Kevin Ricks abstaining.**

**ARTS WISCONSIN / BID PARTNERSHIP:**

**Ann Katz, Executive Director of Arts Wisconsin explained that the organization's purpose is to assist communities in maximizing their resources to achieve their creative potential. Arts Wisconsin is able to assist communities and groups tap into various foundations and grants that are available to achieve that potential. They have also provided guidance to organizations**

**who need to mount fundraising campaigns to reach the desired outcome. Her advise was that finding local support, financial and others, is always most desirable and the more transparent the process of determining creative priorities the better chance of that community supporting that effort. In the future, Kelli Trumble suggested that a 501c account may need to be established so funds may be accepted. Ann Katz will be forwarding information about grant writing for the committee as well.**

**DUCHESS PLAZA UPDATE:**

**Jenifer Dobbs felt that due to the late date one more sign to be located by the stage, similar to the one already in place at the Plaza, would be the most prudent use of resources. The additional \$2000 will be used in 2019 when it is hoped there is a clearer picture about plaza locations. The sand dune style planters are being moved from the Plaza.**

**4th OF JULY CELEBRATION:**

**Arrangements are set for food sales with the Kiwanis Club. DJ Mike Showalter will handle music prior to the fireworks display. The wrestling program is confirmed and will take place from 6-8 PM. Posters were reviewed with input from committee members emphasizing the family friendly aspect of the wrestling program**

**AGENDA: JULY 11 MEETING:**

**Items will include an update from Kevin and Corena Ricks on the blueprint plan, review of the July 4th festivities, a report from the Downtown Dells Committee and other items to be determined.**