

**BID Committee
May 15, 2019**

Attending: Tara Anchor, chairwoman	Mayor Ed Wojnicz
Kevin Ricks; BID	Chris Tollaksen; Public Works
Dan Gavinski; BID	Jenifer Dobbs; WDVCB
Kyler Royston; BID	Mark Brown
Jesse DeFosse; BID	James Fuchsel – La Crosse Sign Group
Mark Sweet; BID	Peter Culver; Dells Events

Meeting called to order by Chairwoman Tara Anchor.

Motion to approve May 1st minutes made by Kyler Royston. Second by Kevin Ricks. Approved.

SUMMER ENTERTAINMENT LOCATION:

The location will not have a designated name. Bob Hufford from Mojo Music has offered to sell a metal stage to BID for \$1,000. The stage measures 24 feet by 16 feet and stands two feet off the ground. The top is carpeted and there is skirting available. The stage is in good condition. Kyler Royston made a motion to approve purchase of the stage. Second by Kevin Ricks. Approved unanimously. Money for the stage will come from undesignated funds in the BID budget.

Price for the post and rail kit sign structure, which would be erected at the entertainment site will be around \$160. Dan Gavinski made a motion to authorize purchase of the 4' x 8' sign structure kit as presented and the artwork to be displayed on the sign. Second by Kevin Ricks. Approved unanimously.

A list of responsibilities for the seasonal cleaning attendant was reviewed. Suggestion was made to have the attendant clean the area either after the nightly performance or early morning. The area should also be checked prior to the start of the performance. Attendant will report directly to the BID chairwoman. Committee recommendation was to set the pay rate for the attendant at \$10 per hour. Final approval for the attendant position job description and pay rate will take place at the next scheduled meeting.

UPDATE: RIVER ANCHOR PROJECT:

Tara Anchor is reaching out to MSA to explore the option of general contracting the job of erecting the vignette.

James Fuschel from LaCrosse Sign Group is interested in putting together a proposal for construction of the display of the anchor and the River Walk entrance vignette. He will check with MSA to get into more specifics and to explore how the base could be mounted to the bridge to prevent any issues with extreme wind conditions.

DRINKERS LANDING PROJECT:

Update will take place at next scheduled meeting.

WISCONSIN DELLS ROTARY CLUB CONTRIBUTION:

THE Wisconsin Dells Rotary has already contributed \$1600 toward downtown revitalization efforts which has not yet been spent. The original intent of the contribution was to purchase

flags featuring the river photos of Joe Leute which would be displayed at the end of the River Walk on the Illinois Avenue bridge. The Rotary Club has indicated it is amenable to other uses of the money as long as the Rotary is acknowledged for its contribution. Tara Anchor will try to determine the cost of making and displaying the flags at the bridge.

UPDATE: JULY 4th FESTIVITIES:

Kiwanis Club would still like to participate despite the issues caused by the road construction project. Jeff Maurer is willing to make room for the Club at his parking lot. Access for the public to the Municipal Lot viewing area is expected to be severely restricted. The Library is available as a safer viewing area for the fireworks.

DOWNTOWN LIGHTING PROJECT:

Update will take place at the next scheduled meeting.

UPDATE: ELM STREET COMMONS AREA:

Kevin Ricks reported that pending approval of an offer and resolution of several existing lease issues, it is hoped that the sale of the Chalet/ Bavarian Village lot will proceed. Mayor Wojnicz said that at the suggestion of the City Council a public meeting would be scheduled for input about the proposed closure of Elm Street next to the Chalet building with the purpose to create a public commons area.

UPDATE: MAYOR WOJNICZ:

The Mayor met with Wisconsin DOT officials seeking their approval of the Canoe Parade plans for the Wisconsin River bridge. The officials rejected the proposal.

Dan Gavinski asked for approval to update the city sign at the stairways leading to the boat dock. Motion made by Jesse DeFosse to authorize improved updates to the sign aforementioned. Second by Kevin Ricks. Approved unanimously.

FUTURE MEETING ITEMS:

Items will include looking at improvements to existing sign at River Walk entrance, discussion of pedestrian walk over Wisconsin River, status update on 2020 Ice Castle, update on entertainment area improvements, updates on Drinkers Landing project, River Anchor project, Downtown Lighting project, and Elm Street Commons area.

Motion to adjourn made by Kevin Ricks. Second by Jesse DeFosse. Approved.