

**BID Committee
August 23, 2017**

Attending: Kelli Trumble; chairwoman	Brian Holzem
Kevin Ricks; BID	Jim Decker
Dan Gavinski; BID	Jenifer Dobbs; WDVCB
Jesse DeFosse; BID	Karen Terry; City Treasurer
Kyler Royston; BID	Ed Legge; Dells Events
Mark Sweet; BID	
Chris Tollaksen; Public Works	

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Jesse DeFosse to approve August 9 minutes. Second by Kyler Royston. Approved.

2018 BID ASSESSMENTS:

Karen Terry reviewed estimates for assessed property values for 2018 in the five zones of the BID district. A 0.94% decrease in assessed values is estimated as of now. Any decision made to increase the mill rate for the property assessment would require City Council approval as per the budget process before being communicated to property owners in the district.

2018 WORK PLAN / BUDGET PRIORITIES:

Kelli Trumble reviewed the highlights of the discussion held at the August 9 meeting. Revitization, Redevelopment and Promotion remain the three core areas of focus which is in line with the purposes stated in the revised BID by- laws.

Consensus was that no capital projects would be undertaken in 2018. Three areas for consideration as part of the BID 2018 budget would be development of a Winter season event, attaining the 'Forevertron' collection for the downtown and building the reserve fund for larger projects to consider in the future.

At this point expenses for the Forevertron collection have not been determined. Final numbers for moving the works have not been clarified and discussion on the City's involvement await those numbers.

Committee consensus was to work toward having the Ice Castle be part of the downtown landscape this winter. Kevin Ricks will contact the company which staged the event last winter at Mt.Olympus to determine interest in returning in 2018. Other companies may also be contacted. Dan Gavinski offered use of the Finnegan Avenue Boat Company parking lot as a site for the Ice Castle. It was felt the city would cooperate to make water available for construction. Promotion would take place with guidance of the Visitors Bureau. Other events in conjunction with the Ice Castle could be staged in the future to bring more people downtown.

Karen will present information at the next meeting to guide decisions made to build up the reserve fund and the impact of not taking on any 2018 Capital projects.

Maria Rosholt has indicated up to \$3,000 would be needed to be allocated for the watering trucks for maintenance of the plantings beginning next year.

NEXT AGENDA: Work will continue on the 2018 Work Plan and Budget.

Motion to adjourn made by Kevin Ricks. Second by Dan Gavinski. Approved.