

**BID Committee
September 6, 2017**

**Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Thad Meister; Parks and Recreation**

**Brian Holzem
Jenifer Dobbs; WDVCB
Ed Legge; Dells Events**

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve August 23 minutes made by Kyler Royston. Second by Dan Gavinski. Approved.

2018 BID BUDGET:

The proposed budget was based on the property assessment estimates for next year with revenue expected to be \$297,592. Highlights include setting aside \$75,000 for future economic development projects.

Discussion on the following line items:

- 1. Advertisements. Consensus agreement to do both the Ad- Lit Travel Guide and Hotel Check- in Packet. Uncertainty about the actual 2018 cost for the check-in packet. The final number should be clarified by the next meeting.**
- 2. Bavarian Village Restrooms. Problems still seem to be occurring with regularity on closing time in the evening and lack of maintenance. Brian Holzem will help determine who to contact at Holiday Wholesale to remedy the problems. No decision made yet to renew the contract.**
- 3. Flowers / Plantings: Final numbers for 2018 plantings have not been received from the vendor. Committee consensus was to add \$3,000 to the flower budget and recommend to Thompson's Full Bloom that the watering cost be structured into her plantings budget throughout the year.**
- 4. Downtown Seasonal Clean-up: Thad Meister offered to have the Parks and Recreation personnel be responsible for shoulder season cleaning of Duchess Plaza in the spring and the fall. Committee consensus was to raise the line in the budget from \$2575 up to \$3000. Chris Tollaksen will check with management at Cheesecake Heaven about assuming this responsibility in 2018. A second option is to hire seasonal help with supervision by BID to be determined.**
- 5. Consensus was to keep the \$22,000 for the Downtown Entertainment at Duchess Plaza. Jenifer Dobbs is working to secure additional funding so the 2018 program can be as successful as the 2017 program.**

Thad Meister received committee support for Parks and Recreation Department installation of surveillance cameras on the River Walk.

ICE CASTLE UPDATE:

The vendor from 2017 effort at Mt. Olympus will not return in 2018 but would consider coming to downtown Wisconsin Dells in 2019. The city water bill for the 2017 Ice Castle was \$14,888 and it would still need to be determined how that expense would be handled. There was about \$10,000 in additional setup costs for Mt.Olympus. Clarification about those expenses is still needed to help determine a budget for this project. Jenifer Dobbs will check with other potential vendors for 2018.

REVITALIZATION UPDATE:

The City continues to work with Zebra Dog on design of the entry areas to the River Walk at Broadway and Illinois Avenue. In addition, Kevin Ricks is gathering numbers for the proposed "Canoe Parade" on the Wisconsin River bridge. These projects will likely need flowers or other plantings, so the committee should be aware of the likelihood of more expenses as these projects are completed.

AGENDA: SEPTEMBER 20. Finalizing the 2018 proposed budget, update on Ice Castle, review of signage for the River Walk surveillance cameras, updates on 2017 fall plantings and 2018 plantings budget, update on Duchess Plaza clean up.

Motion to adjourn made by Justin Draper. Second by Kyler Royston. Approved.