

**BID Committee**  
**November 15, 2017**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Jim Decker</b>	<b>Diane Zastava</b>
<b>Jesse De Fosse; BID</b>	<b>Ben Andersen</b>	<b>Tom Turbett</b>
<b>Justin Draper; BID</b>	<b>Ben Borchert</b>	<b>Ed Legge; Dells Events</b>
<b>Kyler Royston; BID</b>	<b>Brian Holzem</b>	
<b>Dan Gavinski; BID</b>	<b>Jenifer Dobbs; WDVCB</b>	
<b>Mark Sweet; BID</b>	<b>Zac Zastava</b>	

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

**Motion to approve November 1minutes made by Justin Draper. Second by Jesse DeFosse.**

**Approved.**

**VACANT COMMERCIAL PROPERTY:**

**Ben Borchert, chairman of the Community Development Authority (CDA) explained the role that committee has played in the development of the commercial district. Funding for CDA comes from a variety of sources including from successful TIF districts. The Facade improvement program was done with matching funds from the City and CDA and it is hoped that it will continue. CDA loans can be used for commercial projects determined to benefit the community. CDA is open to working in concert with the City, BID, and the Visitors Bureau as well as other parties on projects that will benefit the community. It operates as projects come forward to them and generally do not initiate projects.**

**Discussion on the materials from the Roger Brooks study produced several suggestions:**

- 1) Identification of a large attraction entity which would have the ability to draw large numbers of visitors and spur other development.**
- 2) Focus on owning the brand of River Arts District and finding businesses that will help achieve that purpose.**
- 3) Renew the commitment made to the Brooks study and many of its proposals including the Public Marketplace.**
- 4) Have the committee be active in developing a list of target businesses.**

**LARSON PROPERTY BILLBOARD SIGN:**

**Tom Turbett of Rainbow Signs inspected the sign structure on the Larson property and reported it is in good condition. The copy on the face also is in fairly good condition, considering the age. Estimate provided to replace the creative copy for this sign would be \$2650 using the same aluminum composite material. Any copy changes made to signs like this one located on the Interstate needs approval by the State of Wisconsin. It was noted that the process to gain State approval for any changes is time consuming and difficult with success difficult to achieve. If BID is interested in changing copy to promote the River Arts District, suggestion was to look at all five billboards being rented and have them done at the same time.**

**FARMERS MARKET REPORT:**

**Kyler Royston reported the Market will carry over about \$4100 to begin in 2018. The main issue for 2018 will be to find a new, more visible location as close to Broadway as possible. Suggestions so far include Duchess Plaza or a side street to Broadway. Changing from a Sunday morning to a weekday is also being actively considered. During discussion, suggestion was made to consider an evening market instead of a morning time particularly on a weekday.**

**It was noted that local attendance was weaker than hoped for. The committee will continue to prepare for the 2018 season. It is looking for one more member. It also expects to look for a new Market Manager.**

**AGENDA: NOVEMBER 29 MEETING**

**Items will include discussion on empty storefronts and new development, discussion on the Interstate billboard creative copy, and review of copy for Ad-Lit Guide and the Check-in packet.**

**Motion to adjourn made by Kyler Royston. Second by Jesse De Fosse. Approved**