

**RIVER ARTS DISTRICT COMMITTEE MEETING**  
**CITY OF WISCONSIN DELLS**  
**JANUARY 9, 2017**

Chairperson Mike Freel called the meeting to order at 5:00P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Ald. Mike Freel, Jenifer Dobbs, Bonnie Hayskar, Danielle Rodwell, Tom Lines and Mike Showalter  
  
Others: Mayor Brian Landers, Ald. Ed Fox, City Clerk/Coordinator Nancy Holzem, Ben Anderson, Mark Sweet, Linda Eyers, and Ed Legge from the *Dells Events*.
2. Motion by Danielle seconded by Tom to approve the December 15, 2016 meeting minutes. Motion carried unanimously.
3. In order to establish project and goals, Chairperson Freel recommended that committee members work on the following specific areas:
  - Tom and Jenifer – summer entertainment, events and sponsors.
  - Mike and Jenifer – busker program and locations
  - Danielle and Bonnie – mural/art projects and locations.
4. Jenifer will move forward with booking the plaza summer entertainment series as done in the past, while she and Tom will look for weekend event sponsors. Tom stated that the size of the plaza limits what can take place there. He also added that the weather adds another element to planning as there is no cover. Mayor Landers stated the other downtown locations could be looked at for events. Jenifer stated that the committee goal for the downtown entertainment is to enhance the downtown experience. Dells Festival Inc, and other groups should handle larger ticketed events.
5. The committee also discussed the need to let people know what is taking place downtown and when. Bonnie talked about the need to draw people out of the resorts to the downtown. She asked about the marketing of the downtown and who the targeted audience would be. Jenifer stated that she would send her some marketing material from the VCB. Mayor Landers suggested that Romy attend the next meeting.
6. Next meeting will be Monday, January 23<sup>rd</sup> at 5:00pm.
7. Motion by Mike seconded by Jenifer to adjourn. Motion carried unanimously and the meeting adjourned at 5:48pm.

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Nancy R. Holzem  
City Clerk/Coordinator