

RIVER ARTS DISTRICT COMMITTEE MEETING
CITY OF WISCONSIN DELLS
JANUARY 23, 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, Tom Lines and Mike Showalter
Excused: Danielle Rodwell
Others: City Clerk/Coordinator Nancy Holzem, Ben Anderson, and Ed Legge from the *Dells Events*.
2. Motion by Jenifer seconded by Tom to approve the January 9, 2017 meeting minutes. Motion carried unanimously.
3. Jenifer gave an update on the summer entertainment bookings. There were questions regarding the mayor's proposal to have businesses sponsor events on the weekend and provide food and alcohol sales. Committee members felt the intent of the plaza was to provide arts and entertainment in the downtown, not compete with existing restaurants. In addition, a business's liquor license does not allow them to sell off premise. The committee felt that food sales, and beer/wine sales from local service clubs, should be limited to larger, special events in the plaza. Regarding funding for events in the plaza Mike Showalter stated that the benefiting downtown businesses should be sponsoring them. Ald. Freel liked the idea of continuing with quality, smaller acts during the summer with three larger events. Ideas such as having a DJ or some type of announcer in the plaza to draw people in were discussed. There could be promotional giveaways, trivia, music and interactive games. Jenifer will work with Mike Showalter in moving this idea forward and will report back to the committee. Bonnie stated that in Chelsea, MI they have auditions for those that want to perform in the summer entertainment series. <http://chelseafestivals.com/soundsights/auditions/>
4. The current busker program was discussed. Jenifer stated that she has been getting calls from the regular buskers. She will be reviewing locations so there are some at each end of downtown.
5. Bonnie gave an update on the art/mural ideas for the downtown. She stated that they have been looking at locations. She talked about the need to establish themes so artists would have an idea what we are looking for. She also talked about where to find artist. The committee agreed that the quality of paint as well as some type of maintenance would need to be included when mural painting proposals (RFP) are sent out.
6. Next meeting will be Monday, March 6, 2017 at 5:00pm.
7. Motion by Mike S. seconded by Jenifer to adjourn. Motion carried unanimously and the meeting adjourned at 5:50pm.

Nancy R. Holzem
City Clerk/Coordinator