

**RIVER ARTS DISTRICT COMMITTEE MEETING**  
**CITY OF WISCONSIN DELLS**  
**MARCH 8, 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 Danielle Rodwell
- Excused: Mike Showalter
- Others: Mayor Landers, Ald. Jesse DeFosse, Ald. Wojnicz, City Clerk/Coordinator Nancy Holzem, City Treasurer Karen Terry, Ben Anderson, and Mark Sweet.

2. Motion by Danielle seconded by Jenifer to approve the January 23, 2017 meeting minutes. Motion carried unanimously.
3. Mission Statement. Motion by Jenifer to adopt the following mission statement:

*“The purpose of the Dells River Arts Committee is to encourage the further development of Wisconsin Dells’ Historic Downtown. The Dells River Arts District Committee recognizes the public art and quality entertainment creates a unique sense of place and distinction, enjoyment and pride for all citizen and visitors to our community. The goal of the Dells River Arts District Committee is to create a stimulating environment that reflects and enhances the city’s heritage, diversity and character through public entertainment and artwork integrated in the architecture, infrastructure and landscape.”*

Motion seconded by Tom. Motion to adopt carried unanimously.

4. Summer Entertainment. Jenifer gave an update on the summer entertainment bookings which is almost finalized. In addition to the \$22,000 budgeted for entertainment, JAG made a \$5000 donation and \$22,000 from the Van Wie foundation donation will be used for summer entertainment. Other entertainment ideas discussed were games, yoga, story time and coloring. Tom stated that quality entertainment is needed if the goal is to get people to stay downtown to eat and shop. Ald. DeFosse stated that the BID always tries to have a clear understanding of how they use the BID tax to create more money with it. Entertainment is a factor as is out-of-the-ordinary events. Ald. Holzem agreed stating that when people have a great experience with the free entertainment downtown they may return and/or tell others about it. Committee members agreed that getting the word out about the free entertainment is important. Jenifer state that the entertainment contracts should be finalized by the next meeting.
5. Water Feature. The committee will research a kugal ball and other types of water features for downtown. All agreed it should be kid friendly and interactive if possible.

6. Duchess Plaza Signage. \$3000 from the Van Wie foundation has been allocated for event signage at the plaza. Chris is currently working on something for this.
7. Busker Program. Jenifer stated that most of the applications coming in are from the same entertainer from past years.
8. Art/Mural Ideas & Projects. Danielle and Bonnie provided a written update with comments, questions and suggestions. They will present a “street gallery” at the next meeting.
9. Next meeting is Wednesday, April 5<sup>th</sup> at 5:00P.M.
10. Motion by Danielle seconded by Jenifer to adjourn. Motion carried unanimously and the meeting adjourned at 5:55pm.

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Nancy R. Holzem  
City Clerk/Coordinator