BID Committee
March 22, 2017

Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Jesse DeFosse; BID
Dan Gavinski; BID
Mark Sweet; BID
Mayor Brian Landers
Brian Holzem
Caroline Altfeather; Zebra Dog
Adam Makowski
Ed Legge; Dells Events

Meeting called to order by Chairwoman, Kelli Trumble.
Motion to approve March 8 minutes made by Justin Draper. Second by Jesse DeFosse. Approved.

MAYOR LANDERS REPORT:
The City has entered into several contracts with Zebra Dog including completion of work on the sidewalk cafe areas and design work for new entry areas at the River Walk. The Historical Society has made a $26,000 contribution toward the River Walk entry project. A priority is to develop a design for the Illinois Avenue entrance area for the Walk as well as the Broadway entrance area.
The Van Wie Foundation has made a $23,000 contribution which will be used to secure enhanced quality entertainment on weekends at Duchess Plaza.

BANNER PROGRAM DESIGN:
Caroline Altfeather provided details of a proposal for Zebra Dog (ZD) to cover design development of a street banner program. The contract would be for $9,022 which covers design development, design detail and delivery of final design suitable for use by other consultants to obtain pricing for fabrication and installation of the banners. The presentation displayed two themes for the banners. One theme would be historical in nature and the other focal area featured lifestyle (Dells activities). The approved color block program would be incorporated into the banner plan as part of the overall area Way Finding system. BID would be responsible for providing all photo work.
The preliminary plan proposed creation of a sign bracket which would look like the rail tressel which is part of the Dells River Arts District logo.
ZD will make recommendations on design and locations for installation. Those ideas may also offer some initial insight into the costs of fabrication of the banners.
Kelli reported that the Dells Rotary has offered $1600 toward banners at the Illinois Avenue bridge. Local photographer Joe Leute has been developing a program of his works related to the river and its significance in the Dells history called "Soul of the River". These works could be used at the Illinois Avenue location and might also be a consideration for other public projects. Displaying these works might also offer an opportunity to seek grant money as both an artistic and historical endeavor.

The banner program was not a line item in the 2017 BID budget. The Mayor indicated that there is a possibility some of the other revitalization projects will come in under budget when completed. That could become a source of funding for this contract with ZD.
Jesse DeFosse made a motion to approve the contract with Zebra Dog to develop a banner design program. Execution of the contract would be contingent on finalized funding. Second by Dan Gavinski. Approved unanimously.

DELLS RIVER ARTS DISTRICT TRADEMARK:
There was no further report at this time. Item will be placed on April 5 meeting agenda.

FARMERS MARKET REPORT:
City Council and the Parking Board approved the location in the parking lot next to JAG. To date,five full time and two part time vendors have submitted applications. One application has been received for Market Manager. Vendor solicitation continues.

PARKING BOARD UPDATE:
The Parking Board has committed to doing off season free parking program this fall. The BID Parking sub-committee will work to provide recommendations for new stickers or signage which will be easier to remove in the spring. Stickers used this year have proven to be difficult to remove.
The Board also plans to purchase parking kiosks for the lots on Elm Street and the lot just north of Duchess Plaza. Meters will be removed from those lots. It was suggested the committee needs to discuss the topic of overnight parking fines further before sending specific recommendations to the Parking Board.

DRAD CLEANUP AND MAINTAINENCE:
Parks and Recreation Director Thad Meister is working on a complete assessment of public areas they are currently responsible for. This item was moved to April 5 agenda for discussion. Compliance Officer Dave Leifer will also be asked to participate at that meeting.

Dan Gavinski made a motion to adjourn. Second by Justin Draper. Approved.