

**BID Committee  
August 5, 2020**

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|---|--------------------------------------|
| <b>Attending: Tara Anchor; chairwoman</b> | <b>Jenifer Dobbs; WDVCB</b>          |
| <b>Justin Draper; BID</b>                 | <b>Briana Faber; WDVCB</b>           |
| <b>Adam Makowski; BID</b>                 | <b>Brian Holzem</b>                  |
| <b>Dan Gavinski; BID</b>                  | <b>Chris Tollaksen; Public Works</b> |
| <b>Mark Sweet; BID</b>                    | <b>Peter Culver; Dells Events</b>    |

**Meeting called to order by Chairwoman Tara Anchor.  
Motion to approve July 8 minutes made by Adam Makowski. Second by Dan Gavinski.  
Approved.**

**EVENTS UPDATES:**

**Summer Entertainment Program: Final entertainment expenses are expected to come in around \$25,000. BID budget for 2020 is for \$24,000. The Downtown Dells Committee had planned to provide \$6000 additional funding, however with cancellation of the Spring Wine Walk that final number is being reviewed.**

**Farmers Market: There are currently 13-15 vendors with a great variety of products and produce. Sales are positive as is vendor reaction to the Cedar Street location.**

**Autumn Special Event: Plans are being readjusted pending any public health COVID -19 changes in procedures. The north side of Elm Street at Broadway would be closed off for the event which would include family fall oriented activities, entertainment and a chili cook off. Event remains scheduled for October 24th.**

**Holiday Season Event: Letters have gone out seeking sponsors for up to 50 small trees which would be set up in select areas along the River Walk. Sponsors would be responsible for decorating the tree they purchase in late November. Discussion ensued about where to locate the large Community Christmas tree. The River Walk overlook area, the Dairy Queen parking lot, Riverfront Terrace drew the most interest from the committee. Sites will be looked at with electricity being a major consideration in any final decision on location. Activities would be planned for December 5th, pending any public health advisories.**

**DOWNTOWN CLEAN- UP UPDATES:**

**General consensus was that conditions have improved since July 4 weekend. There are still a few problem businesses who are not taking responsibility for cleaning in front of their businesses as well as the window front food locales with inadequate garbage facilities. There is growing consensus on the city level that both code enforcement and issuing citations need to be stepped up.**

**Brief discussion was held regarding street buskers who have started performing again. A number of new performers are not following all the rules and will be monitored more closely before the end of the season.**

**BRITE NITES PRESENTATION: Dean Lyons will be meeting with Tara Anchor this week. It is hoped that he can make his presentation for lighting downtown at the next BID meeting.**

**Don Spearbecker has had informal discussions with representatives with the power dam and they seem willing to consider illumination of the power dam. As developments proceed, this item may appear on a future agenda.**

**2021 BUDGET WORK:** The 2020 expense lines were reviewed. Several areas will need to be considered pending discussion including total funding for 2021 festivals, timing for the Discover Wisconsin TV contracts to be enacted and public restroom needs. Some of the other initiatives which need to be vetted more thoroughly include welcome signage at the railroad hill, use of the Trumble lot, downtown lighting projects, tribute to Bill Brown, public restroom facility, river pedestrian bridge and increased parking signage.

**INTERSTATE BILLBOARD:** Tara reported that the billboard BID recently updated in Dane County along the interstate was vandalized. Tom Turbett from Rainbow Signs will check and recommend whether the sign can be repaired or needs to be replaced at a cost of \$2100. Dan Gavinski made a motion to give the chairman the authority to act pending the report she receives. Second by Adam Makowski. Approved unanimously.

**Motion to adjourn made by Adam Makowski. Second by Justin Draper. Approved.**

**Mark Sweet, Secretary**