

**BID Committee
September 16, 2020**

Attending: Tara Anchor; chairwoman	Mayor Ed Wojnicz
Jesse DeFosse; BID	Karen Terry; City Treasurer
Mark Brown; BID	Jenifer Dobbs; WDVCB
Justin Draper; BID	Briana Faber; WDVCB
Adam Makowski; BID	Brian Holzem
Dan Gavinski; BID	Erica Dynes; Dells Events
Mark Sweet; BID	

Meeting called to order by Chairwoman Tara Anchor. Motion to approve September 2 minutes made by Adam Makowski. Second by Jesse DeFosse. Approved.

EVENTS:

Final budget numbers are being prepared for both the Summer Entertainment Program and Farmers Market. Both program expenses are expected to come in at or possibly slightly below the approved budgets.

2021 BUDGET:

Discussion on the proposed 2021 BID budget touched on several areas:

- 1. Inclusion of \$150,000 for downtown lighting projects. Specific projects to be considered for funding for 2021 would include Christmas seasonal projects either downtown or on the River Walk and the lighting of the Kilbourn Dam.**
- 2. Removal of \$7500 payment for Discover Wisconsin program advertising in 2021 as project will only commence after the Elm Street Plaza is completed and activities are occurring there in 2022.**
- 3. Transfer of \$16,578 from undesignated funds to supplement funding for the lighting projects. Completion of the BID financial commitment to the Elm Street Plaza this budget year, as well as completion of the River Walk Anchor vignette and River Walk overlook area lighting project will make available \$118,119 for the proposed lighting projects in 2021.**
- 4. Discussion of other possible budget cutbacks included reductions to the Summer Entertainment program schedule, renewal of lease for the Trumble lot and review of the restroom cleaning agreement at the former Bavarian Village. Summer entertainment and the Trumble lot were left unchanged pending final budget approval by the committee. Restroom agreement will await receiving final numbers from Kevin Ricks before the next BID meeting.**
- 5. Chairwoman Tara Anchor reminded the committee of two other items previously discussed but not designated in the proposed BID budget: recognition of Bill Brown and Welcome signage on the Railroad hill area.**

Budget will await final action at September 30 meeting. Don Spearbecker will be invited to discuss in greater detail the Kilbourn Dam lighting project.

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