

BUSINESS IMPROVEMENT DISTRICT (BID)
COMMITTEE MEETING City of Wisconsin Dells
Municipal Building
300 La Crosse Street
Wisconsin Dells, WI 53965
February 19, 2025

1. Call to order and the attendance noted.

Chairperson Tara Anchor called the meeting to order at 8:30 am. Notice of the meeting was provided to the Dells Events, WNNO Radio, and posted in accordance with State Statutes.

Present:

Tara Anchor – BID Chairperson
Fiorella Neira - BID Secretary
Dan Gavinski – BID
Ald. Brian Holzem - Vice Chair
Adam Makowski - BID

Others Present:

Mark Sweet

Not Present:

Dennis Mitchell- BID
Briana Farber – WDVCB
Mark Brown - BID

2. Approval of the Approval of the January 29, 2025 Meeting Minutes -motion by Makowski, seconded by Gavinski.

3. Discussion/Decision on Discover WI Proposal

- Presentation done by Lisa Meier from Discover Wisconsin
- Discussion and Questions made by the board
- Decision
 - Move to approve Discover Wisconsin Show Segment to air in 2026 and to be paid over 2 years, Motion by Holzem, seconded by Neira. Motion carried.

5. Discussion/Decision on Street Banners

- Discussion to replace and repair missing banners for all shorter poles.
 - Gawrowski Signs estimate. Motion to approve by Gavinski, seconded by Holzem. Motion Carried.

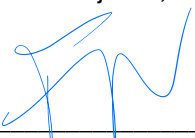
6. Discussion/Decision on Flower Planters

- Explanation of longevity on different planter options by Maria from Thompson's Full Bloom
 - Motion to approve planter replacement with corten planters by Makowski, seconded by Gavinski. Motion approved.

7. Discussion on Plaza - no action taken

8. Business for Referral to Subsequent Meetings: Wednesday, March 12, 2025

Motion to adjourn, Motion by Holzem, seconded by Makowski.



Fiorella Neira - BID Secretary