

BUSINESS IMPROVEMENT DISTRICT (BID)
COMMITTEE MEETING City of Wisconsin Dells
Municipal Building
300 La Crosse Street
Wisconsin Dells, WI 53965
April 16, 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 Dells Events, WNNO Radio and posted in accordance with state statutes.

PRESENT:

Tara Anchor – BID Chairperson
Dan Gavinski – BID
Ald. Brian Holzem – Vice Chair
Adam Makowski – BID
Mark Brown – BID
Dennis Mitchell – BID

OTHERS PRESENT:

Kevin Ricks
Corena Ricks
Darrin Marsich
Mark Sweet
Lisa McClyman
Karen Terry
Rob Fullmer
Chad Canfield

NOT PRESENT:

Major Ed Wojnicz
Briana Farber – WDVCB
Fiorella Neira – BID Secretary

2. Approval of the February 19 2025 meeting minutes – motion by Holzem, second by Gavinski.
3. Existing Project Updates. Chairperson Tara Anchor provided updates about upcoming street banner installation and new city flower pots which will be placed coming up the Hwy. 12/13/23 hill and across the Kilbourn Bridge.
4. RenFaire Presentation. Kevin Ricks brought in cooperating planners, Chad Canfield from the Baraboo Arts Collection and Rob Fulmer, the head of Design & Marketing at Concept Productions, to provide a presentation on starting a spring Renaissance Faire festival in 2026. Dates discussed for the festival were either the 2nd or 3rd weekend in June for event to take place between two other major midwestern Renaissance Faires. Additional details to be provided at future meetings.
5. Business for referral to subsequent meetings – Wednesday, April 29, 2025.

Motion to adjourn. Motion by Makowski, second by Brown.