

BUSINESS IMPROVEMENT DISTRICT (BID)
COMMITTEE MEETING City of Wisconsin Dells
Municipal Building
300 La Crosse Street
Wisconsin Dells, WI 53965
July 9 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
Ald. Brian Holzem – Vice Chair
Adam Makowski – BID
Dennis Mitchell – BID
Major Ed Wojnicz

OTHERS PRESENT:

Kevin Ricks
Corena Ricks
Mark Sweet
Rob Fullmer
Chad Canfield
Karen Terry

NOT PRESENT:

Dan Gavinski – BID
Mark Brown – BID
Briana Farber – WDVCB
Fiorella Neira – BID Secretary

2. Approval of the April 30 2025 meeting minutes – motion by Holzem, second by Mitchell.
3. RenFaire Update. Concept Productions and cooperating planners presented a copy of their rough proposed expenses for the event and are requesting funding for the event. BID to review budget and discuss at future meetings.
4. Downtown Events Update.
 - a. July 4 fireworks and activities went off successfully. WDVCB wasn't in attendance so no further details were available.
 - b. 2025 Tree of Lights estimate from Veeter Bros approved. Motion by Mark Brown, second by Brian Holzem.
 - c. Lighted trees on Broadway. An additional tree is being considered on the 500 block in front of Hoffbrewhaus and an estimate is in the works to be considered.
5. Motion to adjourn. Motion by Holzem, second by Makowski.