

BUSINESS IMPROVEMENT DISTRICT (BID)
COMMITTEE MEETING City of Wisconsin Dells
Municipal Building, 300 La Crosse Street, Wisconsin Dells, WI 53965
December 17th, 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
Mark Brown - BID
Ald. Brian Holzem - Vice Chair
Jen Dobbs - Downtown Events Manager
Dennis Mitchell- BID
Ed Wojnicz – Mayor

Others Present:

Karen Terry City Finance Director
Mark Sweet

Not Present:

Adam Makowski - BID

2. Approval of the November 12, 2025 Meeting Minutes.

- Motion to approve by Holzem, second by Mitchell

3. Discussion and Decision on the 2026 meeting schedule.

◦Discussed. New schedule to be published.

4. Downtown Plaza & Events Updates - Jen Dobbs

- Tree of Light/Winter Events 2025/2026
- Thirsty Shamrock
- Concession Stand
- Farmer's Market
- Marketing

5. Business for Referral to Subsequent Meetings: Wednesday, January 7, 2026

Adjourn - motion by Holzem second by Mitchell Meeting adjourned.25