

City of Wisconsin Dells

Business Improvement District (BID) Committee Meeting Minutes

Date: Wednesday, April 16, 2026

Time: 8:30 AM

Location: Municipal Building, Council Chambers – 300 La Crosse Street, Wisconsin Dells, WI

1. Call to Order

- Meeting called to order at 8:30 AM
- Attendance noted

2. Attendance

Committee Members Present:

- Tara Anchor – Chairperson
- Ald. Brian Holzem – Vice Chair
- Fiorella Neira – Secretary
- Dan Gavinski
- Adam Makowski
- Dennis Mitchell
- Mark Brown

Others present:

- Jen Dobbs – Event Management
- Mark Sweet
- Karen Terry - City Finance Director

3. Approval of Previous Meeting Minutes

- March 11, 2026 meeting minutes reviewed
- Motion to approve: **motion to approve** Makowski seconded by Holzem

4. Little Eagle Arts Foundation – Pre-Development Presentation

- Presented by Melanie Tallmadge
- Overview of pre-development concepts shared

5. Downtown Events & Plaza Update (Jen Dobbs)

Discussion Highlights:

- Event planning updates discussed
- Shade structures and furniture movement noted
- Continued coordination on plaza usage and programming

Notes:

- Emphasis on event setup and layout improvements
- Ongoing collaboration for summer events
- Move to vote to approve quote 0050153 for plaza furniture - motion by Neira, seconded by Holzem

6. In-Area Billboard Art Drafts

Discussion Highlights:

- Draft concepts reviewed
- Feedback included:
 - Desire for more cohesive design direction
 - Consideration of multiple versions
 - Motion Moved by Holzem and Seconded by Brown.

7. Business for Referral to Subsequent Meetings

- Next Meeting: **Wednesday, April 29th, 2026**

8. Adjournment

- Meeting adjourned