

CITY OF WISCONSIN DELLS – BID COMMITTEE MEETING MINUTES

WEDNESDAY, JULY 8, 2026, 8:30 AM

MUNICIPAL BUILDING, COUNCIL CHAMBERS – 300 LA CROSSE STREET, WISCONSIN DELLS, WI

1. Call to Order & Attendance

- Meeting called to order at: 8:30AM
- Notice of meeting provided in accordance with state statutes.

Present:

- Tara Anchor – Chairperson
- Dan Gavinski
- Adam Makowski
- Dennis Mitchell
- Brian Holzem, Vice Chair

Not Present:

- Mark Brown – BID
- Fiorella Neira – BID Secretary
- Ed Wojnicz - Mayor

Others Present:

- Jen Dobbs – Event Management
- Mark Sweet

2. Approval of May 13, 2026 Meeting Minutes

- Motion to approve by Holzem, Second by Mokowski. Motion approved.

3. Events – Jen Dobbs

Discussion Points:

- Elm Street Plaza update – additional activities planned included Ho-Chunk dancers, bookmobile, entertainment increases, Supercharged Performers car enthusiasts and more. More activities being planned for 2027 as well.
- Overview and recap of July 4 events – considering additional activities in 2027 and layout changes for event.
- Tree of Light & Christmas season activities update provided.

4. New Billboard Art.

- Both BID billboards are installed, one additional vinyl 12x24 that will fit lower Dells Exit 87 billboard is in storage with Bartlett's sign installer.

5. 2027 Budget.

- Preliminary budget discussion begins at next meeting. Budget presentations are early October.

6. Business for Referral to Subsequent Meetings

Next Meeting: Wednesday, August 26, 2026

7. Adjournment

- Motion to adjourn by: Holzem. Second by Gavinski. Motion approved, meeting adjourned.