

CITY OF WISCONSIN DELLS – BID COMMITTEE MEETING MINUTES

WEDNESDAY, AUGUST 26, 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
- Ald. Brian Holzem – Vice Chair
- Dan Gavinski
- Adam Makowski
- Mark Brown
- Darrin Marsich – BID Secretary

Not Present:

- Dennis Mitchell – BID

Others Present:

- Jen Dobbs – Event Management
- Mark Sweet
- Chaz Hastings

2. Approval of July 8, 2026, Meeting Minutes

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

3. Events Update – Jen Dobbs

Discussion Points:

- Working on Budget with Karen for Downtown and Plaza.
- 2 Fall events planned 1- September 26th Movie Car Show- themed movie cars, band, costume contest.
2- October 10th Seafood Boil and Oster Shuck Festival. Band.
- Jen is still looking to find an annual event for the Fall at the Plaza.
- Wo-Zha-Wa - Native dancers, bands and South Shore Drill team for Sunday after parade. Run being planned - sponsored by Wisconsin Ducks.
- Christmas working on Santa, and all the details.
November 20th Community Tree Lighting
November 21st Tree lighting for visitor's event. Plaza Porch Pot making event. First holiday Market.
December 5th Elf on the Shelf. Main Holiday Market at the Plaza.
- Sponsorship Tree Solicitations have been sent out.

4. Discussion on the 2027 Budget.

No action taken, first review and discussion of initial line items presented by Tara.

6. Business for Referral to Subsequent Meetings

Next Meeting: Wednesday, September 9th, 2026.

7. Adjournment

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