



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, February 17, 2016 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

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1. Call to Order
2. Approval of the January 20, 2016 Meeting Minutes (attached)
3. Top 10 RiverWalk Story Selections & Draft Design All
4. RiverWalk Expansion Update & Timeline City Planner Chris Tollaksen
5. Blade Sign Bracket Design Proposal/Action (attached) Al
6. Kilbourn City Live Music Fest Ald. DeFosse & Kyler Royston
7. Wine Walk Update April 29 & 30 Mark Sweet
8. Design Review Committee Update Dan Gavinski
9. Chair Updates & Discussion Kelli Trumble
  - a. Billboard Creative
  - b. DRAD Website
10. Items for Next Agenda All
11. Adjournment

The Committee may take action on any of the above listed agenda items.

### Upcoming Meetings:

- BID Meeting – Wednesday, March 2, 2016 at 8:30am (Led by Vice Chair Jesse DeFosse)
- BID Meeting – Wednesday, March 16, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 02/12/2016

**BID Committee  
January 20, 2016**

**Attending:** Jesse DeFosse; vice-chairman  
Kevin Ricks; BID  
Dan Gavinski; BID  
Justin Draper; BID  
Kyler Royston; BID  
Mark Sweet; BID  
Chris Tollaksen; Public Works  
Karen Terry; City Treasurer

Jim Decker  
Brian Holzem  
Lisa Beck; WDVCB  
Robbie Hale  
Eric Helland  
Ed Legge; Dells Events

Meeting called to order by Vice Chairman Jesse DeFosse.  
Kevin Ricks moved to approve January 6 minutes. Second by Kyler Royston.  
Approved.

**UNDESIGNATED SURPLUS FUNDS:**

Karen Terry reviewed handout which presented four different scenarios of budget planning for surplus funds. Possibilities ranged from making no changes on how the BID commitment to the Woodside Sports complex is budgeted to spreading this out over seven years. The main point made was that with current plans for River Walk vignettes, River Walk expansion and Woodside much of that surplus is committed to projects and that thought should be given to how and when surplus funds for economic development can be replenished.

**RIVER WALK VIGNETTES:**

Zebra Dog prepared a survey for review. The survey will be put on the Downtown website and seeks public ranking on 14 categories of possible themes for the ten vignette areas to be designed. Consensus of BID members was to alter the wording in the descriptive paragraph which precedes the survey. Instead of the paragraph saying "permanent signs" it will read "informative story board signs". No other revisions were proposed. Justin Draper moved to approve the survey with the proposed changes in wording. Second by Mark Sweet. Approved.

**RIVER WALK EXPANSION:**

Chris Tollaksen reported a short delay in receiving final approval but that the schedule for spring construction is not expected to change. River Road will be closed until Memorial Day weekend when construction at the bridge should be completed. It is hoped limited traffic will be permitted for Automotion. Work schedule on Illinois Avenue bridge will be determined by the contractor. One lane traffic on Illinois Avenue will be available during construction.

**DESIGN REVIEW COMMITTEE:**

Dan reported that the City Council has approved and had a first reading on the new sign ordinance. A second reading will take place in February and the new ordinance will then go into effect. The next major task for the committee will be

**to work on proposed changes and improvements to building facades.**

**NEXT MEETING:**

**Agenda items for February 3 meeting will include a River Walk expansion report, looking at new design and copy for billboards, Design Review Committee report, and report on plans for a large music festival in the fall.**

**Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.**

PROPOSAL

27 JAN 2016

**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN

<b>JOB NUMBER</b>	15-ZDP-(TBD)   City of Wisconsin Dells   Signage Bracket Design
<b>CONTACT</b>	Chris Tollaksen
<b>ADDRESS</b>	300 LaCrosse St. Wisconsin Dells, WI 53965

**HISTORY:**

The City of Wisconsin Dells has asked ZEBRADOG (ZD) to create a scope of services to design 2-3 blade sign bracket options.

**CUSTOM BLADE SIGNAGE DESIGN**

ZD will develop 2-3 design concepts for a custom perpendicular signage bracket. The bracket will thoughtfully integrate the Dells River Arts District brand into the design. Once the bracket concept is approved by the City, ZD will provide design details that include size and material recommendations.

Deliverables:

- (2-3) design concepts for perpendicular signage bracket
- (1) meeting to review design options
- (1) round of design edits
- Design details and specifications for approved bracket design that include:
  - Recommendations on material\*
  - (2) size options

Assumptions:

- Engineering is not included in quote. Final vendor selected for fabrication is responsible for anchoring recommendations and meeting wind load requirements.
- Fabrication and installation by others.

2-3 weeks from start

\$ 950.

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### ASSUMPTIONS / EXPECTATIONS

ZEBRADOG (ZD) designs and implements custom, integrated exhibit solutions based on project-specific performance criteria. As a part of this program ZD has made certain assumptions based on current understanding of project parameters. The scope(s) of services described in this document reflect our understanding of current client requests for performance, programming and cost.

We have assumed the following:

- All content is English-language ONLY
- ZD assumes all photography, copy, photos, video production and other media will be proofed and provided in requested resolutions and file formats. Content requiring format conversion, rendering, or additional authoring will be addressed via an additional scope of services.

Client will be responsible for the following:

- Providing open access to all needed content and assign a point person to ZD
- Providing access to full and accurate architectural plan sets, elevations and 3D models
- Providing open access to facilities / site as needed for ZD and our related consultants.
- Agree to final approval and sign-off process.

### SUMMARY

CUSTOM BLADE SIGNAGE DESIGN \$ 950.  
EXPENSES: (Billed monthly at 1x as-incurred) - see below.

**INVESTMENT** **\$ 950.**

Note:

All professional services fees described in this document will be billed as time and materials with costs summarized here to be considered as not-to-exceed amounts based on understood current project scope. Change to scope may be subject to adjusted and/or additional fees delivered as change order.

### PAYMENT TERMS

A 25% down-payment will be charged at project inception. Remaining fees will be billed monthly as incurred. Final project fees are not-to-exceed amounts based on a clearly defined and agreed upon project scope. Changes to scope will result in adjustment of fees through a change order issued.

**Sales tax not included (if applicable).** \* ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.

**Reimbursable Expenses** related to the performance and delivery of basic services will be billed in addition to the fees for basic services. Reimbursable expenses will be invoiced at actual cost and will include costs associated with printing of project documentation, courier, postage, stock material, software, travel costs and lodging.



27 JAN. 2016

SUBMITTED: Mark Schmitz - ZEBRADOG

ACCEPTED (please sign):

date