

**BID Committee
June 22, 2016**

**Attending: Kelli Trumble; chairwoman
Kevin Ricks; BID
Dan Gavinski; BID
Kyler Royston; BID
Jesse DeFosse; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Brian Holzem**

**Jim Decker
Dan Fulwiler
Maria Rosholt
Lisa Nelson
Jenifer Dobbs; WDVCB
Ed Legge; Dells Events
Ed Fox**

Meeting called to order by Chairwoman Kelli Trumble. Kevin Ricks moved to approve June 8 minutes. Second by Kyler Royston. Approved.

DellsRAD FARMERS' MARKET:

A sub-committee formed to organize a Farmers Market in the downtown has met for months. A first time event is being planned for Sunday, September 11 from 9AM - 1PM. on the 700 block of Oak Street. This test will help to finalize plans for a regular Sunday market starting May 14, 2017 and lasting until Harvest Fest weekend in October. The emphasis of the market will be on Wisconsin made products. The name of the market would be DellsRAD (Dells River Arts District) Farmers' Market. Some vendor recruitment is already taking place. Moving forward, entertainment would be a part of the Farmers Market package. A job description for hiring a director of the Market was emailed to the committee.

The suggested layout would keep the Market shoppers in the street and flex spaces used for vendor parking behind their spaces. The sidewalks would be open for regular pedestrian traffic. Other venues were considered but Oak Street was deemed the most desirable. The Thunder Valley Market was contacted and seem supportive of this new market.

Kyler made a motion that BID supports the subcommittee's work in establishing the DellsRAD Farmers' Market and would like to see the plans move forward. Second by Jesse DeFosse. Approved unanimously.

JULY 4th FESTIVITIES:

Kyler reported that all plans are in place. The band will perform in front of the City Building. Assist Wisconsin will handle beer sales. Kiwanis will handle the food concessions. 5K Fun Run registration remains open.

Kevin found that other fireworks displays in the area plan to start at dusk.

PROJECT UPDATES:

ZebraDog provided a schedule for the vignettes on the River Walk. The bid should be awarded on July 19. A seven week fabrication schedule is anticipated with installation occurring by September 23.

Corena Ricks should complete the painting on Duchess Plaza by this Friday. Lighting for the Plaza has been ordered. Log benches are being crafted at present time. The tables, chair and umbrella being used in the plaza and sidewalk cafe zones were made available for viewing at this meeting. The Duchess Plaza will be open for public use over July 4th weekend, before the Grand Opening on July 9th.

Work continues on the River Walk extension. A sample of the brick to be installed on Illinois Avenue should be in place shortly to view.

DUCHESS PLAZA GRAND OPENING:

Mayor Landers secured private funds for the performance of St. Louis band, "Super Jam". Plans are to close off Broadway at Oak Street between 7-9PM on July 9th for the ceremonies and performance. Amanda McGowan with Dells Boat Company has been gathering information from former Duchess boat pilots as part of the program.

PRIVATE BUSINESS OUTDOOR FURNISHINGS:

A sub-committee comprised of Jackie Morse representing Design Review and Justin Draper representing BID formulated a list of recommendations for both committees' consideration. The intent is to provide guidance to private businesses who desire to furnish outdoor spaces at their businesses. In keeping with already approved DellsRAD material guidelines, the recommendations are for use of heavy duty

commercial grade furnishings made from metal, stone or timber. Umbrellas should also follow the approved District Block Color Program. Recommendations for umbrellas, tables, chairs and stanchions were provided in the list.

Discussion following the presentation of the guidelines suggested flexibility will come from Design Review for individual cases. It is understood that businesses are not limited to only purchasing furnishings used by the city in the public areas. Giving businesses an opportunity to create furnished outdoor areas tastefully but within a budget is encouraged. Also, brought up in discussion was that individual businesses by their nature have individual unique needs and those should not be discouraged for the sake of uniformity. Concerns were also noted about prohibiting picnic tables as some creative opportunities might be discouraged with such an action.

Committee consensus was to advance the guidelines presented today to DRC along with the discussions issues raised.

STRATEGIC PLANNING FOR DOWNTOWN PARKING:

The goal of this BID sub-committee is to advance recommendations from BID to the Parking Board. Improved signage on free parking season and way finding system are two areas identified as needing attention. Due to a lengthened enforcement season and higher parking rates, funds are becoming available. Brian Holzem reminded the committee that the city budget process begins soon and proposals requiring funding need to be presented in short order to the Parking Board for discussion.

TASTE OF THE DELLS:

Jenifer Dobbs and Mark Sweet summarized this year's festival. Jenifer saw potential with the first ever Fish Boil on Friday night which was marred by storms later in the evening. Kilbourn Fire Department had their best attended Annual Dance on Saturday night and would like to partner with Taste again. Mark reported that storms caused serious problems for the large restaurant tent as it was taken down Friday evening. By 7AM on Saturday morning the tent was fully operational again and the festival was not disrupted. Heat caused sales to be down. A new setup needs to be seriously considered because of the problems with the tent and cement blocks. The Saturday evening attendance showed promise and lighting would need to be part of the budget if done again in that manner.

AGENDA: JULY 6 MEETING:

Items will include Parking recommendations, downtown redevelopment retail mix discussion, Duchess Plaza Grand Opening, reports on other revitalization projects.

Jesse DeFosse moved to adjourn. Second by Kevin Ricks. Approved.

draft June 21, 2016

For BID discussion/decision. Advance recommendations to DRC following BID meeting.

Introduction:

The Design Review Committee (DRC) has requested input from the BID Committee as it develops guidelines for furnishings in outdoor business spaces within the Dells River Arts District (DellsRAD).

The intent is to communicate the vision of the DellsRAD, and to inspire businesses to connect to the City spaces in cohesive yet creative ways.

The working subcommittee of DRC and BID members includes Jackie Morse (DRC, Mac's Cheese Shop) and Justin Draper (BID, High Rock Cafe).

Recommendations

- Follow and use the DellsRAD material guidelines. See page XX of XXX document. (Metal, Timber, Stone - connection to RR, etc.)
- Use only heavy duty outdoor commercial grade furnishings.
- Furnishings must be proportionate to the building. Show examples.
- Follow and use the District Block Color Program for Umbrellas. (Attach block color program).
- Use living plants and flowers to soften hard surfaces.

Umbrellas

Goal: cohesive look within each block.

- Use only heavy duty outdoor commercial grade furnishings.
- Use same umbrella product as selected by the City for public spaces. Provide contact info.
- Follow and use the District Block Color Program.
- Branded umbrellas including business logos not permitted. No varying shades permissible.

Tables

Goal: primary focus on food presentation.

- Use only heavy duty outdoor commercial grade furnishings.
- Encourage mix of square and round styles.
- Color tones: black, gray and brown.
- Encourage use of multiples sizes (e.g. 2-top and 4-top) which in turn allows for larger groupings.
- Use of picnic tables are not permitted.

Chairs

Goal: provide quality seating.

- Use only heavy duty outdoor commercial grade furnishings.
- Follow Cafe Zone chair style as example. Provide info.
- Color tones: black, gray and brown.
- Recommend stackable chairs yet not required.
- Recommend mix use of armless and arm chairs.
- Backless and armless bar stools are acceptable.
- Cushions not permitted.

Stanchions

Goal: frame seating areas.

- Color tones: black, gray and brown.
- Encourage use of DellsRAD materials - metal, timber, stone
- Incorporate living plants and flowers into stanchion plans to soften hard surfaces.

DESIGN DETAIL

WISCONSIN DELLS / DELLS DISCOVERY VIGNETTE

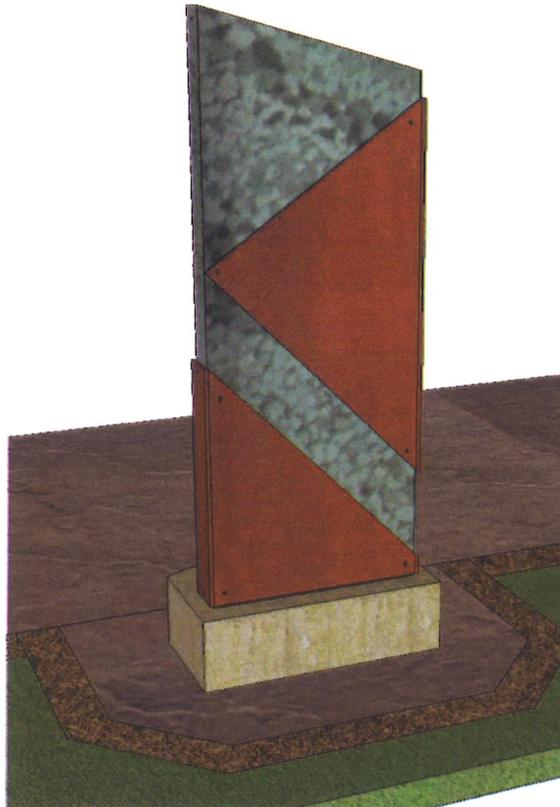
ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

THE ARTWORK ON THIS DOCUMENT IS NOT TO BE USED AS PRODUCTION ARTWORK. SEPARATE FILES WILL BE SENT TO YOU ONCE PRODUCTION BEGINS
CONTRACTOR(S) INVOLVED ARE RESPONSIBLE FOR VERIFICATION OF ALL MEASUREMENTS, DIMENSIONS AND CONSTRUCTION DETAIL RELATIVE TO INDIVIDUAL CONTRACTOR(S) SCOPE. TO ENSURE SUCCESSFUL DELIVERY RELATIVE TO DESIGN
INTENT - ANY ADJUSTMENTS REQUIRED TO THE INFORMATION PROVIDED IN THIS DOCUMENTATION SHOULD BE FORMALLY IDENTIFIED AND SUBMITTED TO ZEBRADOG FOR APPROVAL.



PERSPECTIVE - LEFT SIDE
NTS



PERSPECTIVE - REAR FACE
NTS



PERSPECTIVE - RIGHT SIDE
NTS

DESIGN DETAIL

15-MSA-002

CLIENT: WISCONSIN DELLS RIVER ARTS DISTRICT
 DESCRIPTION: DELLS DISCOVERY STORY VIGNETTE

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN

JOB SPECS

CONTRACTOR

Dells Discover Story Vignette
 Qty: 10

Recommend and provide materials and fabrication approaches based on drawings and specifications.

FOOTING & ELECTRICAL INFRASTRUCTURE:
 Concrete footing by Contractor. Contractor to coordinate with sign vendor for wind loading and footing requirements. Contractor to receive anchor bolts from sign vendor and install into footing. Contractor to design and construct concrete footings, pads, and electrical for each of the 10 locations. Visible surface of concrete to match stain and stamping of adjacent riverwalk finishes.

Contractor to provide electrical rough-ins. Coordinate locations with sign vendor. Final conduit wiring to be ran through concrete foundation when footing is set. Final connection by sign vendor and/or contractor.

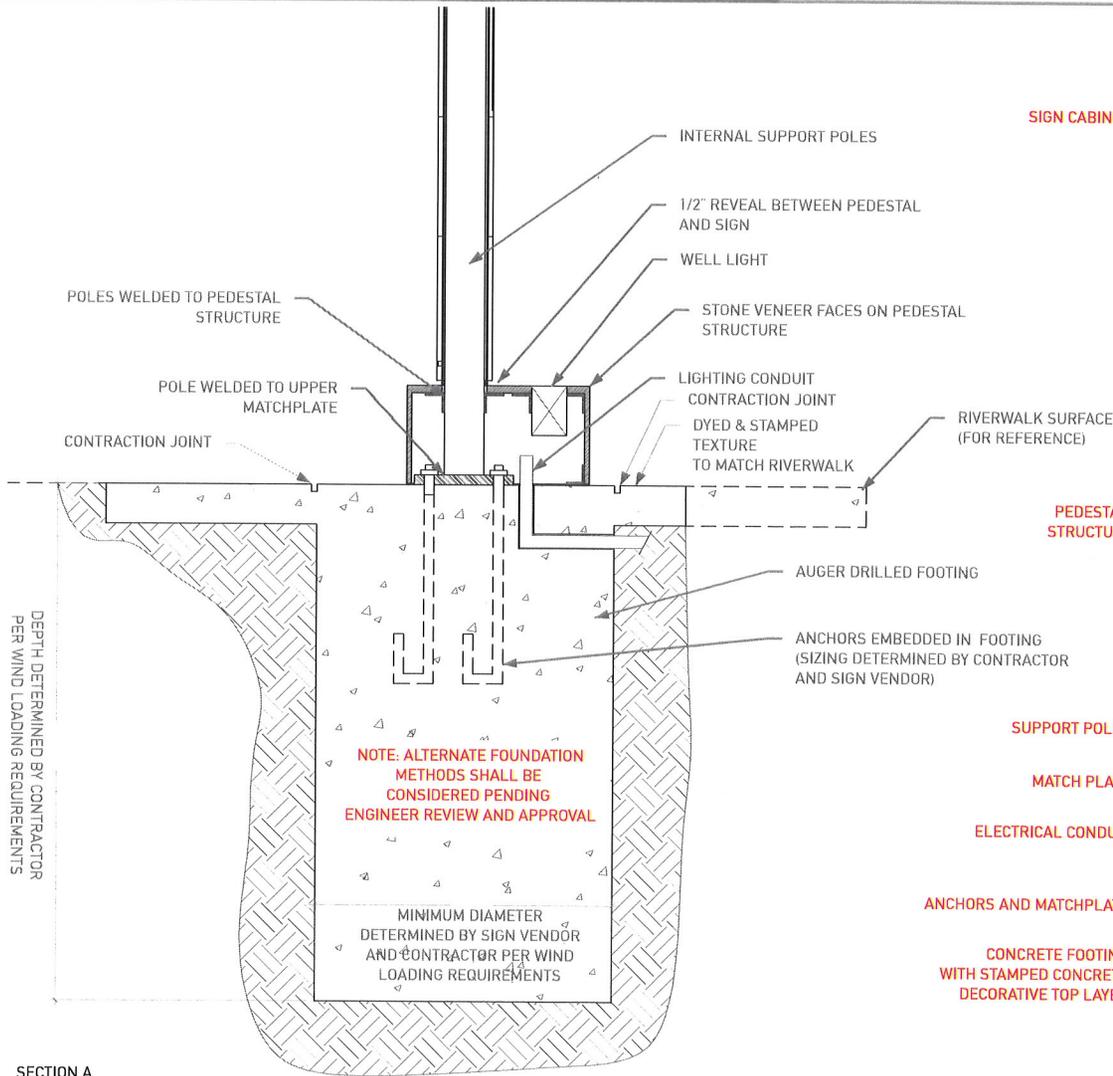
**SIGNAGE VENDOR
 STRUCTURAL SPECIFICATIONS**

Dells Discover Story Vignette
 Qty: 10
 Final Size: 2'-10"W x 7'-2"H x 1'-6"D

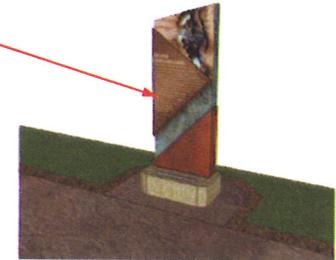
INTERNAL STRUCTURE: Monument sign style aluminum cabinet supported by foundation poles. Coordinate installation of footing and provide anchors and installation jigs to Contractor. Support poles welded to match plate. Coordinate locations and termination of electrical conduit infrastructure with Contractor.

PEDESTAL BASE: Fabricate a steel angle pedestal base to be welded to foundation pole. Provide additional structuring for integration of well light. Install limestone veneer to top and vertical faces. Coordinate limestone veneer specifications with Contractor to match veneers as specified at cafe zones. Install well light and housing.

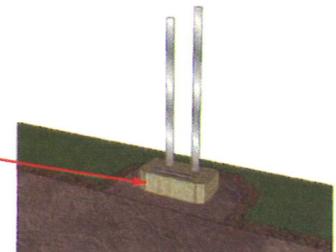
WELL LIGHT: Well light to be Bega 77 917 or approved equal. Install into pedestal base with trims flush inset into stone veneer. Make final electrical connections at installation and test and confirm operation.



SIGN CABINET



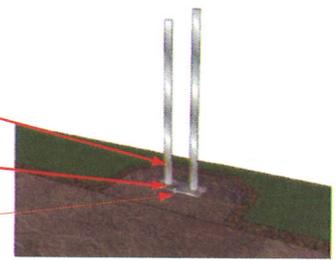
PEDESTAL STRUCTURE



SUPPORT POLES

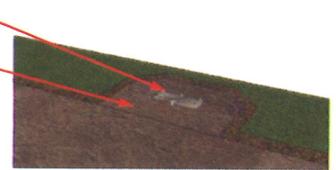
MATCH PLATE

ELECTRICAL CONDUIT



ANCHORS AND MATCHPLATE

CONCRETE FOOTING WITH STAMPED CONCRETE DECORATIVE TOP LAYER



ASSEMBLY COMPONENTS
 NTS

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DESIGN DETAIL

15-MSA-002

CLIENT: WISCONSIN DELLS RIVER ARTS DISTRICT
 DESCRIPTION: DELLS DISCOVERY STORY VIGNETTE

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN

JOB SPECS

**SIGNAGE VENDOR -
 STRUCTURAL SPECIFICATIONS**
 Dells Discover Story Vignette
 Qty: 10
 Final Size: 2'-10"W x 7'-2"H x 1'-6"D

SIGN CABINET:
 Fabricate main cabinet structure with aluminum alloy channel. Skin with aluminum sheet. Powder coat dark brown (TBD).

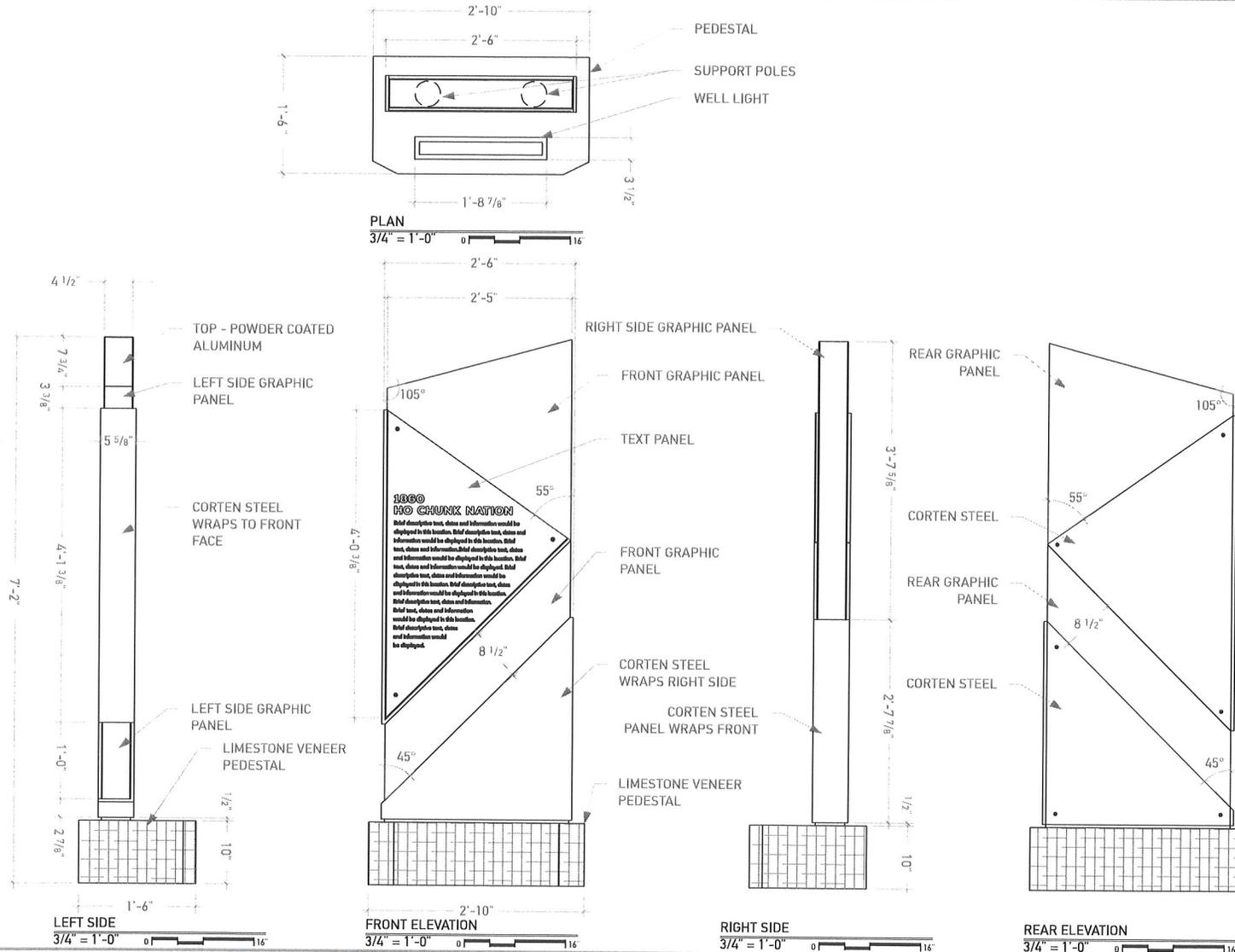
LAYER ONE:
 Font, rear, and sides of aluminum sign cabinet skinned with graphic panels.

LAYER TWO:
 Achieve 1/2" thickness with 1/4" thick powder coated aluminum panels skinned with 1/4" thick oxidized corten steel. Recommend and apply anti-washout and protective finishes for corten steel skins. Attach layer two with concealed fasteners.

Provide corten steel & powder coated aluminum sample to ZebraDog for approval.

TEXT PANEL:
 Text panel to be 1/8" thick anodized aluminum sheet with rose/copper color (To match the appearance of Chemetal 721) laminated to front face. Recommend tamper proof fastening system for demounting panel from within sign cabinet. Text panel installed to be flush inset with Layer Two framing on two sides. Leave 1/8" wide reveal on two sides. Lettering silk screened to front face.

Provide anodized aluminum material sample to ZebraDog for approval.



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DESIGN DETAIL

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 DESCRIPTION: DELLS DISCOVERY STORY VIGNETTE

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN

JOB SPECS

SIGNAGE VENDOR
 GRAPHIC SPECIFICATIONS

Dells Discover Story Vignette
 Qty: 10
 Final Size: 2'-10"W x 7'-2"H x 1'-6"D

LAYER ONE - GRAPHIC PANELS:
 Graphic panels to be 1/8" thick digitally printed high pressure phenolic and melamine resin applied to front, rear, and return faces. This application requires a recommended method of attachment with future update flexibility.

Provide (QTY=10) 12" x 12" color proof samples to Zebradog for approval.

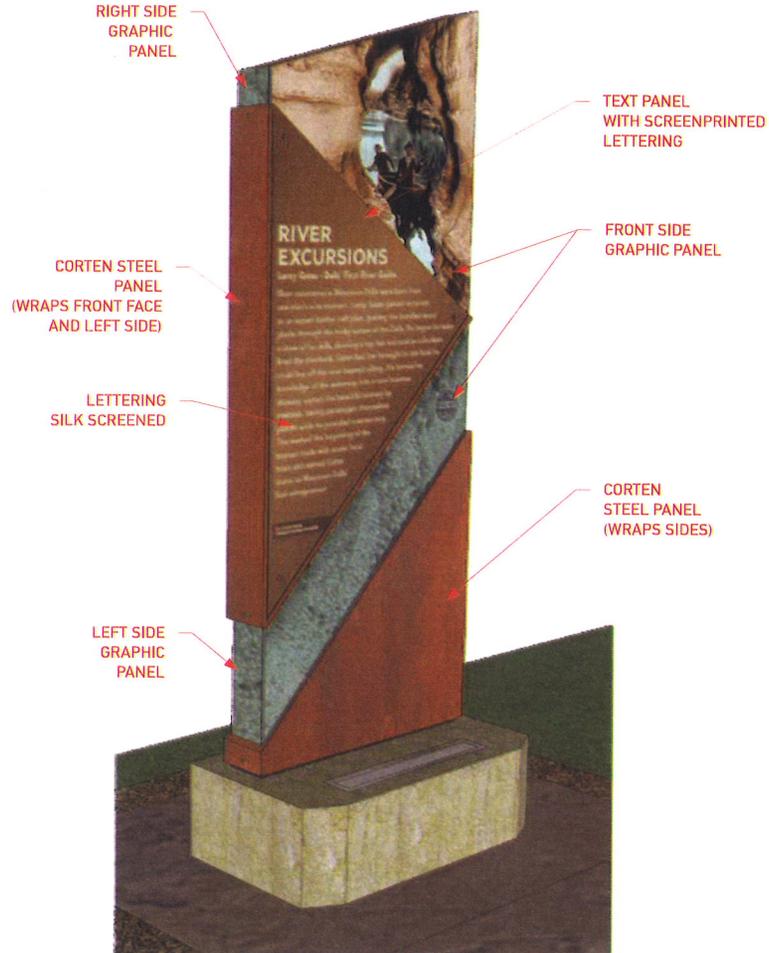
LAYER ONE ALTERNATE PRICING:
 Digitally printed vinyl with graffiti over laminate. This would be a direct PSA application to the sign cabinet faces.

Provide (QTY=10) 12" x 12" color proof samples to Zebradog for approval.

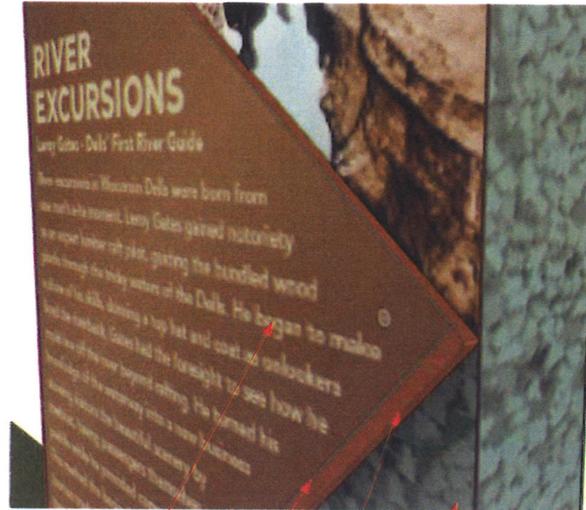
TEXT PANEL:
 Text panel to be 1/8" thick anodized aluminum sheet with rose/copper color (To match the appearance of Chemetal 721) laminated to front face. Recommend tamper proof fastening system for demounting panel from within sign cabinet. Text panel installed to be flush inset with Layer Two corten steel framing on two sides. Leave 1/8" wide reveal on two sides. Lettering silk screened to front face.

Provide material sample to Zebradog for approval.

TEXT PANEL ALTERNATE PRICING:
 Digitally printed vinyl with graffiti over laminate. This would be a direct PSA application to a powder coated an aluminum backer sheet.



RENDERED VIEW
 NTS



FRONT FACE DETAIL VIEW
 NTS

1 Appearance/shades of naturally oxidized product at the time of delivery (approximately 2 months of natural oxidation).



2 Appearance/shades of naturally oxidized product after about 4/6 months of installation.

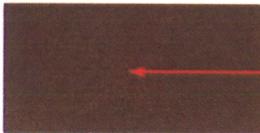


SCALE SHOWS AGING PROCESS OF CORTEN STEEL BY ID METALCO - THE VENDOR FOR STREET FURNISHINGS SPECIFIED ON BRAODWAY AVENUE

3 Appearance/shades of the product at the end of the period of oxidation after about 12/18 months of installation.

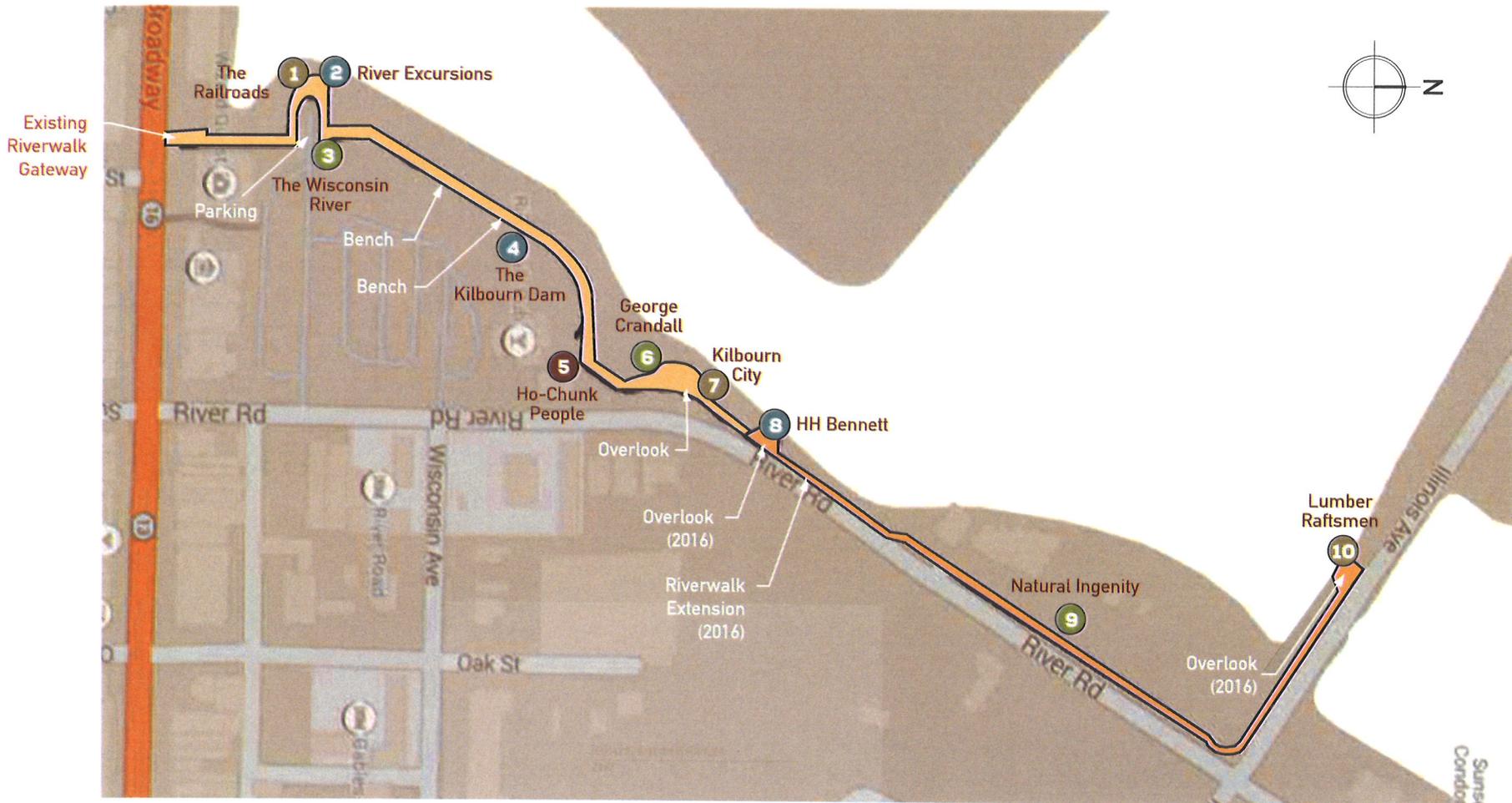


4 Corten steel with special treatment metalco "Anti-washout"



PREFERRED "ANTI-WASHOUT" TREATMENT

CORTEN STEEL DETAIL
NTS



SCHEMATIC OVERVIEW OF SIGN LOCATIONS
NTS

GENERAL NOTE:
RENDERINGS INDICATE CONCEPTUAL LOCATIONS ONLY. FINAL POSITIONING OF SIGNS AND
AND LAYOUT OF FOUNDATIONS TO BE DETERMINED PER SIGN LOCATION BY ZEBRADOG,
MSA PROFESSIONAL SERVICES, CONTRACTOR, AND SIGNAGE VENDOR



SITE CONDITION OF SIGNS 1 & 2
NTS



SITE CONDITION OF SIGN 3
NTS



SITE CONDITION OF SIGN 4
NTS



SITE CONDITION OF SIGN 5
NTS



SITE CONDITION OF SIGN 6
NTS

DESIGN DETAIL

15-MSA-002

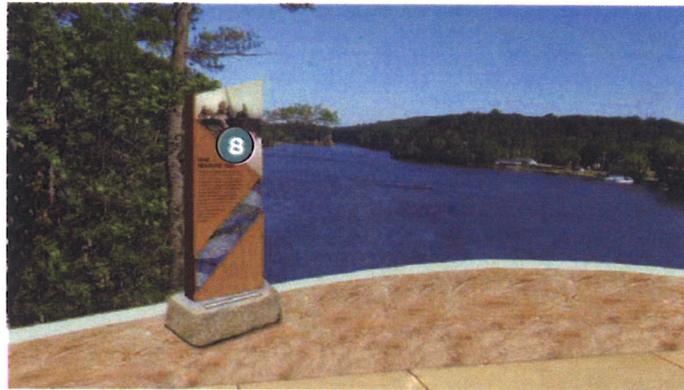
CLIENT: WISCONSIN DELLS RIVER ARTS DISTRICT
DESCRIPTION: DELLS DISCOVERY STORY VIGNETTE

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

GENERAL NOTE:
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AND LAYOUT OF FOUNDATIONS TO BE DETERMINED PER SIGN LOCATION BY ZEBRADOG,
MSA PROFESSIONAL SERVICES, CONTRACTOR, AND SIGNAGE VENDOR



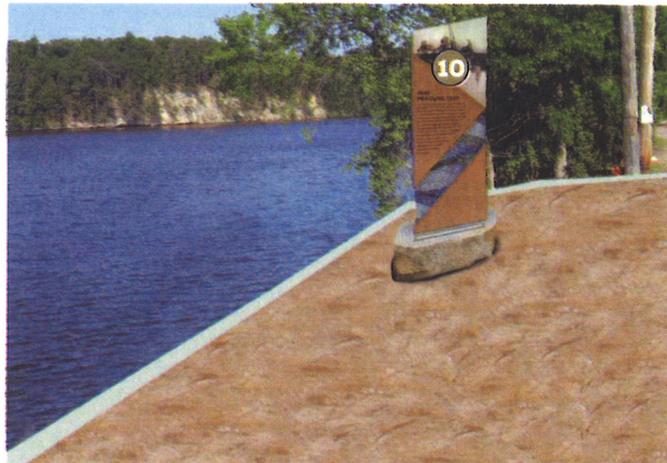
SITE CONDITION OF SIGN 7
NTS



SITE CONDITION OF SIGN 8
NTS



SITE CONDITION OF SIGN 9
NTS



SITE CONDITION OF SIGN 10
NTS

ANTICIPATED SCHEDULE

6.21.16

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

JOB	Wisconsin Dells River Walk
ADDRESS	Wisconsin Dells, WI

START DATE	END DATE	DURATION	TASK	OWNER
June 23	July 13	3 weeks	Plans available	MSA
June 30	June 30	1 day	Pre-proposal conference call	All
July 13	July 13	1 day	Bid opening at 2pm	MSA
July 19	July 19	1 day	Bid awarded	MSA/ Dells
July 15	August 1	2 weeks	Submittals and review	Selected Vendors
August 1	September 15	2 weeks	Foundation and electrical construction	Selected Vendors
August	September 15	7 weeks	Fabrication	Selected Vendors
September 19	September 23	1 week	Installation	Selected Vendors