



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, March 30, 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 March 16, 2016 Meeting Minutes (attached)
3. Novotny Communications Proposal for RiverWalk Vignettes – Discussion/Decision (3 attachments)
4. RiverWalk Expansion – Updates and Timeline Chris Tollaksen
5. Oak Street Plaza – Discussion/Decisions
6. Live Summer Entertainment Subcommittee Discussion/Decision Jesse/Kyler/Jenifer-VCB
7. Federal Registration DellsRAD Word Mark & Design Discussion
8. Billboard Creative Discussion/Decision
9. DellsRAD Website Discussion
10. Design Review Committee Update Dan Gavinski
11. Chair Updates & Discussion Kelli Trumble
12. Items for Next Meeting All
13. Adjournment

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

### Upcoming Meetings:

- BID Meeting – Wednesday, April 13, 2016 at 8:30am
- BID Meeting – Wednesday, April 27, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 03/24/2016

**BID Committee  
March 16, 2016**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Kenneth Casper; Zebra Dog</b>
<b>Dan Gavinski; BID</b>	<b>Caroline Altfeather; Zebra Dog</b>
<b>Kevin Ricks; BID</b>	<b>Eric Holmer; Zebra Dog</b>
<b>Jesse DeFosse; BID</b>	<b>John Langhans; MSA</b>
<b>Kyler Royston; BID</b>	<b>Lisa Beck; WDVCB</b>
<b>Justin Draper; BID</b>	<b>Jenifer Dobbs; WDVCB</b>
<b>Mark Sweet; BID</b>	<b>Jim Hill</b>
<b>Mayor Brian Landers</b>	<b>Betty Heller-Hobbs</b>
<b>Chris Tollaksen; Public Works</b>	<b>Jim Decker</b>
<b>Nancy Holzem; City Clerk</b>	<b>Alan Hanson</b>
<b>Karen Terry; City Treasurer</b>	<b>Zac Zastava</b>
<b>Ed Legge; Dells Events</b>	<b>Brian Holzem</b>

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve March 2 minutes made by Jesse DeFosse; second by Kevin Ricks. Approved.

**DellsRAD (DELLS RIVER ARTS DISTRICT) WEBSITE PRESENTATION:**

Eric Holmer from Zebra Dog (ZD) unveiled the design work to date for the new DellsRAD website. The process will integrate elements of the current [dellstourismdevelopment.com](http://dellstourismdevelopment.com) website and will add elements so that it will be user friendly for locals, visitors, potential new business ventures, media and government entities. It will be set up in a way to allow for easy maintenance for the need to change content. Links will be completed with the city's website to avoid duplication in content. Video and slide show capabilities will be available.

Jesse made a motion to approve the website as presented and for ZD to continue work on the website to completion. Second by Kevin. Approved unanimously. Final work should be completed and tested within a month. No date was set for the website to go live.

**RIVER WALK VIGNETTES PRESENTATION:**

John Langhans (MSA) and Caroline Altfeather (ZD) presented revisions to the ten historical vignettes planned for the River Walk. Revisions included mounting the vignette on a larger sandstone base which would allow for each structure to be up lit. Also reviewed was "framing" each structure which would involve removal and redesign of approximately six feet of railing. The base would be recessed against the railing. There may be different methods to do that type of work. A guesstimate to do the railing work might be \$3,000 - \$4,000 per location. MSA and ZD will explore different options of framing the vignettes and provide a budget for those alternatives. In addition, they plan to present a plan for additional vignettes in the downtown business area at the next BID meeting. An end of April timeline to complete vignette design including copy writing is on target.

The committee gave consensus approval of the design work as presented at this point and encouraged MSA and ZD to move ahead as planned.

**BLADE SIGN BRACKETS:**

Two options were presented for the brackets which will hold blade signs outside each downtown business. The design incorporates the look of the train trestle and will be fabricated from steel and be grey in color. Only the use of these two brackets would be

permitted. Dan Gavinski made a motion to approve use of the two brackets as presented. Second by Kevin Ricks. Approved unanimously.

**SIDEWALK CAFE ZONE PRESENTATION:**

John and Caroline presented revisions to the design plan for the city sidewalk cafe zones. Changes and additions included use of brick pavers instead of corten bollards, shorter segments of curved walls, use of limestone veneer on the curved walls with a top cap to include mosaic tile to simulate the river, vertical lighting units and an area to feature art work with 'totem' style poles made from glass, tile and other materials. Square and round tables would be used for seating in addition to the wall area. Landscaping between the wall and street has been replaced with brick paving due to maintenance concerns. Existing landscaping will be utilized where possible. The design of the curved wall is intended for repeated use in other areas.

Focus is now on three sidewalk cafe zones: 200 Broadway north; 200 Broadway south; 500 Broadway. The Parking Board tabled action on removal of parking spaces to create a zone on 400 Broadway block.

Construction work would involve removal of sidewalk up to the building facade. This step would take place early in the construction process. City purchase of recommended furnishings could help accelerate the process. Construction would need to be up for bidding, once there is city approval of the project. John felt best case timeline would be completion in early July. Cost estimate for construction of all three zones would fall somewhere between \$430,000 - \$530,000.

Justin Draper made a motion to approve the design work as presented on the sidewalk cafe zones and advance to the city for approval. Second by Kevin Ricks. Approved unanimously. Kelli indicated discussions will need to take place to determine an appropriate timeline for the construction pending city approval.

**TEMPORARY PLAZA PRESENTATION:**

John reviewed design elements presented at prior meeting. The design is intended to test a number of elements which could be put to use in a permanent plaza plan pending the receptivity of the public. Painting of Oak Street surface, furnishings, landscaping, stage area, possible wall mural painting as well as a large photo opportunity area with the letters DELLS mounted to the pavement were reviewed. Approximate project cost would be \$155,000 however 2/3 of that amount are elements which could be moved into a permanent plaza or other cafe zone areas in the future. About \$50,000 of the total cost would be dedicated to the temporary area only. Dan, Kelli and the Mayor are considering the possibility of moving one of the boats as a backdrop for the plaza stage. Once approved by the city, John indicated a timeline which would complete work on this project in time for the major portion of the summer season in 2016.

Dan made a motion to approve the design work on the temporary plaza and advance to the city for approval. Second by Kyler Royston. Approved unanimously.

**FEDERAL REGISTRATION OF DRAD:**

The City Attorney has filed the application to trademark the name and logo for the Dells River Arts District (DellsRAD) with the Federal Trademark office. When approved, the name and logo will be owned by the City of Wisconsin Dells.

**AGENDA: MARCH 30 MEETING:** Copy writing for River Walk vignettes, report on plans for Farmers Market in 2017, update on bidding process for River Walk expansion.

Justin moved for adjournment. Second by Kevin. Approved.

## **ANDREA NOVOTNY – Public Relations Consultant, Novotny Communications LLC**

With 28 years of relevant professional experience as a foundation, Andrea Novotny provides public relations and marketing services for clients in a variety of businesses. Prior to starting Novotny Communications in 2006, Andrea worked in two PR and advertising firms and had a 10-year career in broadcast news. Her skill list includes a little bit of everything, from strategic PR planning, to detailed research and writing, to extensive media relations work.

As a former news reporter, Novotny brings valuable media experience to the table. During the first half of her career, Novotny was a field reporter and news anchor in four Wisconsin media markets, which has helped her to develop and maintain relationships with editors and reporters throughout Wisconsin, the Midwest and beyond. She has extensive experience working on consumer-focused PR in the travel and tourism sector; however has also been involved in projects for utilities, insurance, health care, real estate, non-profit associations, as well as referendum and candidate campaign work. Her media relations work has included projects ranging from daily news coverage and feature story placement, to issues management and crisis communications.

More recently Novotny added project management to her list of skills, as coordinator of the Students & Leaders Network, a program to connect Wisconsin high schools students to professionals through interactive (Distance Learning) career conversations.

Novotny previously served in leadership posts for the Wisconsin Communicators Council, a professional networking group. She's also been a member of the Public Relations Society of America and a volunteer board member for Stoughton Youth Softball.

### **ACCOUNT EXPERIENCE**

#### **Travel & Tourism**

Dells Boat Tours  
Jet Boat Adventures  
Dells Ghost Boat  
Original Wisconsin Ducks  
Tommy Bartlett Exploratory  
Tommy Bartlett Show  
Copa Cabana Resort  
Chula Vista Resort  
Crystal Grand Music Theatre  
Dells Raceway Park  
Great Wolf Lodge (formerly Black Wolf)  
Kalahari Resort  
Mid-Continent Railway Museum  
Mt. Olympus Water & Theme Park  
Noah's Ark Waterpark  
Polynesian Resort Hotel & Suites  
RainTree Resort  
Wisconsin Dells Visitor & Convention Bureau  
Wisconsin Department of Tourism  
Wisconsin Historical Society  
Wisconsin State Fair  
Yogi Bear Camp Resort

#### **Health Care-Health Associations**

ST/Dystonia Inc.  
Arnett Health Plans

#### **Utilities**

Madison Gas & Electric  
Wisconsin Electric Cooperatives Association

#### **Referendum-Candidate Campaigns**

Dave Mahoney for Dane County Sheriff  
Ho-Chunk Nation Dane Co. Casino Referendum

#### **Insurance**

Capitol Insurance Companies  
CUNA Mutual Group

#### **Real Estate & Economic Development**

City of Galena, IL  
Spring Brook Golf Resort

#### **Non-profit**

Students & Leaders Network  
Wisconsin Communicators Council Inc.  
Operation Fresh Start

### **EDUCATION**

University of Wisconsin – Oshkosh  
B.S., Speech Communication  
Major – Radio/TV/Film (News Emphasis)



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PR Print, Broadcast, Online...EXPOSURE

### **River Walk Story in 10 Vignettes – Andrea Novotny DRAFT IDEAS from survey results**

- 1 – The River in the beginning – river facts, glacial Lake Wisconsin, geology & rock formations, native fish & wildlife species of the region.
- 2 – Early people – HoChunk, explorers & naming of Wisconsin Dells
- 3 – Raftsmen/Loggers – early commerce on the river and danger & treachery of water way
- 4 – Evolution of boat excursions – Leroy Gates and the entrepreneurial spirit, from rowboats to steamboats to modern day craft.
- 5 – Kilbourne City – from Newport to Kilbourne, city founders
- 6 – The railroads – bringing tourists & workers – local agriculture, hops, eventual end to lumber rafts.
- 7 – HH Bennett – putting the Dells on the map, giving tourism its boost to become areas main economic driver.
- 8 – The building of the Dam (1908) – bringing power to industry & agriculture, changing of the river/covering scenic rock formations
- 9 – George Crandall – preserving the Dells for all, reforestation efforts. Highlighting native tree and plant species.
- 10 – The blooming of tourism in the modern age – river boat tours and use of the river today. Notable boat leaders in modern-day generations. Dells beyond the river – preserving the natural water backdrop as an inspiration to the manmade water ingenuity of the area.

# ESTIMATE



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PR Print, Broadcast, Online...EXPOSURE

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**Date:** March 11, 2016

**Client:** Wisconsin Dells BID

**Project:** River Walk Story Vignettes

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The scope of the project includes developing creative copy for 10 story panel/vignettes to be incorporated into a new installation along the River Walk.

*Work will include:*

- Further development and finalization of the list of story panel topics.
- Writing of all creative copy, with most source material being provided.
- Additional research (phone calls/interviews with sources, etc.) as needed.
- Working with assigned BID committee on editing process.
- Attending meetings as needed for project.

*Time Estimate:* 25 – 30 hours (approximately 2.5 – 3 hours per panel)

*Cost Estimate:* \$3,125 – \$3,750

*Rough Timeline:*

Source materials to Andrea	Mar 21
Andrea First Draft to BID edit committee	April 8
Feedback to Andrea	April 11
Andrea Second Draft to BID edit committee	April 14
Feedback to Andrea	April 18
Semi-Final Draft to BID Full committee	April 20
BID full committee feedback to Andrea	April 25
Andrea Final Edits	week of April 25
Final Draft complete	April 29

*Notes/Considerations:*

- Having a focused smaller group to work on editing of copy will greatly streamline the process
- Having sources/experts to whom we can rely on for fact checking the copy will be important

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***Thank you for the opportunity to work together!***