



Wisconsin Dells BID Committee - Meeting Agenda

Thursday, December 17, 2015 at 8:30AM

*Note Location Change: Wisconsin Dells Visitor & Convention Bureau Board Room – La Crosse St. Entrance

1. Call to Order
2. Approval of the December 9, 2015 Meeting Minutes (attachment)
3. WebX Presentation Brand Style Guide and Committee Action ZEBRADOG/All
4. RiverWalk Expansion Update/Timeline and Committee Action Chris and Vierbicher
5. 2016 Entertainment Subcommittee Report Jenifer Dobbs, WDVCB
6. July 4th Festivities Kyler Royson
7. Design Review Committee Update Dan Gavinski
8. Land Lease Agreements for “Exit 87 River District” Sign (attachment) Kelli Trumble
9. Chair Updates & Discussion Kelli Trumble
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, January 6, 2016 at 8:30am
- BID Meeting – Wednesday, January 20, 2016 at 8:30am (Led by Vice Chair Jesse DeFosse)

Kelli Trumble, Chairperson

Posted & Distributed: 12/14/2015

**BID COMMITTEE
DECEMBER 9, 2015**

ATTENDING: KELLI TRUMBLE; CHAIRWOMAN	LISA BECK; WDVCB
JESSE DE FOSSE; BID	JIM DECKER
JUSTIN DRAPER; BID	PHIL HELLEY
DAN GAVINSKI; BID	BRIAN HOLZEM
MARK SWEET; BID	ADAM MAKOWSKI
CHRIS TOLLAKSEN; PUBLIC WORKS	ROBBIE HALE
ED LEGGE; DELLS EVENTS	MELANIE TALLMADGE - SAINZ

**MEETING CALLED TO ORDER BY CHAIRWOMAN KELLI TRUMBLE.
JUSTIN DRAPER MOVED TO APPROVE NOVEMBER 18 MINUTES. SECOND BY
JESSE DE FOSSE. APPROVED.**

**PRINT ADS: FINAL COPY OF PRINT ADVERTISING WHICH WAS ALREADY
SUBMITTED TO AD-LIT WAS REVIEWED.**

**STREET ENTERTAINMENT: JESSE REPORTED THE SUBCOMMITTEE WILL
HOLD ITS FIRST MEETING LATER THIS WEEK.**

**DESIGN REVIEW COMMITTEE (DRC): DAN GAVINSKI REPORTED THAT THE DESIGN
REVIEW COMMITTEE IS EXPECTED TO REVIEW A DRAFT OF THE SIGN STANDARDS
AND RECOMMENDATIONS IT HAS BEEN WORKING ON AT ITS NEXT MEETING.
CHRIS TOLLAKSEN REFERRED TO DISCUSSION AT DRC MEETING ABOUT BLADE
SIGNS. DRC SUGGESTED BID CONSIDER CREATION OF A SINGLE UNIFORM BLADE
SIGN HOLDER. THIS SIGN BRACKET COULD BE TIED INTO THE DESIGN WORK
ZEBRA DOG (ZD) IS ALREADY DOING ON THE RIVER WALK VIGNETTES OR THE
BRAND LOGO. IT WOULD REQUIRE SPECIAL FABRICATION ONCE DESIGNED AND
MATERIALS ARE DETERMINED. THE BRACKET COULD HOLD DIFFERENT SHAPES OF
SIGNS. DISCUSSION COVERED SEVERAL ELEMENTS:**

- 1. WILL BLADE SIGNS BE MANDATORY FOR EVERY BUSINESS. IF MANDATORY, HOW
WILL THE HOLDERS AND SIGNS BE PAID FOR.**
- 2. IS THE DESIGN OF SIGN HOLDERS COVERED BY ANY EXISTING CONTRACTS WITH
ZD.**
- 3. IF BUSINESS PARTICIPATION IN THE SIGN PROGRAM IS MANDATORY, WHAT WILL
THE COSTS ASSOCIATED WITH ALL ASPECTS OF THE PROCESS BE FROM DESIGN,
FABRICATION, IMPLEMENTATION AND INSTALLATION.**
- 4. THE PROCESS OF FABRICATION WILL PROBABLY TAKE TIME AND SETTING A
2016 COMPLETION DATE FOR INSTALLATION MIGHT BE TOO AGGRESSIVE.
INSTALLATION MIGHT NECESSITATE THE REMOVAL OF SOME AWNINGS OR OTHER
STRUCTURES AND SHOULD BE DONE IN A DELIBERATE MANNER.**
- 5. IF A 2017 TIMELINE IS CONSIDERED MORE PRUDENT, DISCUSSION AND
DECISIONS NEED TO COMMENCE SOON, SO BUSINESSES CONSIDERING BLADE
SIGNS FOR 2016 ARE CLEAR ABOUT WHAT THE STANDARDS ARE AND WHAT THE
FUTURE HOLDS IN STORE.**

RIVER ARTS DISTRICT GUIDELINES: ZD EXPECTS TO SHARE THE GUIDELINES WITH THE COMMITTEE AT THE NEXT BID MEETING. THE PRESENTATION IS EXPECTED TO COVER COMPREHENSIVE USE OF THE RIVER ARTS DISTRICT LOGO IN A VARIETY OF MEDIA. THE RIVER ARTS DISTRICT STYLE BOOK WILL GIVE VOICE TO THE GUIDELINES. RECOMMENDATIONS ON COLOR PALETTE, SECONDARY COLOR PALETTE, FONTS STYLES WILL BE PRESENTED. FOLLOWING BID APPROVAL, THE RIVER ARTS DISTRICT BRAND GUIDELINES WILL GO TO THE CITY COUNCIL FOR ACTION. AT THAT POINT WORK WITH THE CITY ATTORNEY ON FEDERAL COPYRIGHT OF THE NAME AND LOGO WOULD COMMENCE. BID WILL NEED TO CONSIDER MARKETING AND MERCHANDISING STANDARDS FOR THE USE OF THE NEW TRADEMARKED NAME AND LOGO.

HERITAGE AND CULTURAL TOURISM: MELANIE TALLMADGE- SAINZ FROM LITTLE EAGLE ARTS FOUNDATION (LEAF) LED A DISCUSSION WHICH FOCUSED ON HIGHLIGHTING THE VARIOUS HERITAGES AND CULTURE WHICH ARE UNIQUE TO WISCONSIN DELLS AND HOW THEY MIGHT BE REPRESENTED IN THE DOWNTOWN REVITALAZATION. THE 10 VIGNETTE AREAS ZD WILL BE DESIGNING FOR THE RIVER WALK WOULD BE CONSIDERED THE PRIME VENUE TO TELL THAT STORY. INPUT WAS PROVIDED AS TO WHAT THE VIGNETTES SHOULD FEATURE AND SOURCES FOR HISTORICAL INSIGHTS.

2016 MEETING SCHEDULE: SCHEDULE FOR BID MEETING DATES IN 2016 WAS REVIEWED.

NEXT AGENDA: ITEMS TO BE COVERED WILL INCLUDE REPORT FROM STREET ENTERTAINMENT SUBCOMMITTEE, BRAND GUIDLINES FROM ZD, UPDATE ON BLADE SIGN BRACKET HOLDERS, DISCUSSION ON PERMANENT PLANTERS OR OTHER ALTERNATIVES ON OAK STREET. MEETING VENUE PENDING ZD PRESENTATION WOULD BE AT WDVCB.

JESSE MOVED FOR ADJOURNMENT. SECOND BY JUSTIN. APPROVED.

**LAND LEASE AGREEMENT
BETWEEN MYRTLE'S FARM, LLC AND
THE CITY OF WISCONSIN DELLS**

Myrtle's Farm, LLC, agrees to lease land to the **City of Wisconsin Dells** for the purpose of displaying a 150 square foot Dells Area Advertising sign.

Term: November 1, 2010 to October 31, 2015

Rent: \$600 payable by October 31, 2010 ✓
\$700 payable by October 31, 2011 ✓
\$800 payable by October 31, 2012 ✓
\$900 payable by October 31, 2013 ✓
\$1000 payable by October 31, 2014 ✓

Location: Sec. 14, County of Dane, State of Wisconsin

Other Terms: Lessee shall be responsible for all maintenance of the structure and shall be given reasonable access to the property to maintain the sign.

If at any time the site shall be wholly or partially obscured or its advertising values be diminished or impaired for other reasons, or should the use of the site for advertising purposes be restricted or prohibited by any lawful government authority, or highway relocation, then and in any of these events lessee shall have the right to cancel this agreement upon giving thirty (30) days written notice to lessor.

Sign, rigging, lattice and any other incidental structure placed or erected upon said premises by lessees remains the exclusive property of said lessees and are to be removed by them upon termination of this lease.

IN WITNESS WHEREOF, the parties have hereunto set their hands this 7th day of December, 2010.

Lessor Dean Strander
Myrtle's Farm, LLC
Dean Strander

Lessee Eric C. Helland
Eric C. Helland, Mayor

New owner is
now Joshua Harris.