

BID Committee
October 14, 2015

Attending: Kelli Trumble; chairwoman	Jim Decker
Kevin Ricks; BID	Brian Holzem
Justin Draper; BID	Eric Helland
Jesse DeFosse; BID	Adam Makowski
Dan Gavinski; BID	Lisa Beck; WDVCB
Kyler Royston; BID	Jenifer Dobbs; WDVCB
Mark Sweet; BID	Maria Rosholt
Chris Tollaksen; Public Works	Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Justin Draper moved that the meeting agenda date for minutes to be approved read September 16 and September 30 instead of September 16 and September 21. Second by Jesse DeFosse. Approved. Justin moved to approve minutes from September 16 and 30 meetings. Second by Kyler Royston. Approved.

UPDATE: FREE PARKING SIGNAGE

Chief Jody Ward reported via email that signage was created and placed last Monday at the pay stations. Plates for the parking meters have been ordered, however a concern has been raised about compatibility with the older parking meter mechanisms. Justin urged that every effort be made through the Parking Board to address this problem and resolve it immediately since the free parking program is already in effect. Kelli will contact Chief Ward and Parking chairperson Ed Fox to work on a resolution to the problem.

UPDATE: FINANCE COMMITTEE

Kelli reviewed the presentation of the 2016 BID Budget made to the Finance Committee last night. Committee will be updated as that process continues.

ZEBRA DOG CONTRACT WORK:

The proposed logo for the Dells River Arts District, has been modified by ZebraDog (ZD) based on suggestions made at the September public meeting. Justin made a motion to approve the revised logo design. Second by Kevin Ricks. Approved unanimously.

The recommendation will be forwarded to the City Council and pending approval a legal process will commence to get trademark rights for the name Dells River Arts District and the logo.

Zebra Dog presented a proposal to contract with BID to do work in two areas:

- 1. To develop a document which will clearly state the official Brand Standards and Graphic/Usage Standards. Core components would include logo use guidelines, letterhead and business card design, primary and secondary color palette, photography style specifications, writing style and voice, sample design layouts referencing common applications such as**

print,digital,signage. Cost would be \$18,500 and take 4-6 weeks after acceptance of the logo mark.

2. To develop a temporary web presence to communicate to the public and business community as the revitalization efforts evolve. Emphasis on the site would be toward easy and accessible updating and would respond to all devices. The temporary site would lead to final wireframes, page designs, merging content and training. Cost would be \$9,000 and take 5-7 weeks. More than likely the website work would await completion of most of the Brand/Graphic Standards work.

Discussion points included the importance of coordination with the new Design Review Committee (DRC) The DRC work is setting up standards private businesses will need to follow. The guidelines from ZD are intended for the entire River Arts District as an entity.

It was felt more clarification is needed than provided in this proposal regarding ownership of the finished products ZD would deliver.

Another area that would require attention and definition is involvement of another party,such as Ad-Lit, to host or administer the website after ZD fulfills its contract.

Jesse made a motion to approve both proposals from ZebraDog with the stipulation that questions regarding ownership of the work being done be resolved before signing a contract. Second by Justin. Approved unanimously. This recommendation will be forwarded to the City Council for action.

UPDATE: DESIGN REVIEW COMMITTEE (DRC)

Dan Gavinski reported that DRC is going through standards from numerous communities and seems to like the work done in Gatlinburg,Tennessee. It has contracted with MSA to work on both a new sign ordinance and architectural guidelines for businesses to follow. Chris Tollaksen will send BID members a copy of the Gatlinburg standards.

2015 WINTER DECOR:

Maria Rosholt from Full Bloom reviewed the proposal for Winter decor in planters on Oak Street and Broadway. Bid was for 26 planters on Oak Street and 14 planters near open businesses on Broadway. Cost would be \$2600. Senti-

ment expressed for more planters on Broadway and less on Oak Street, however the committee was reminded that the Oak Street planters serve the purpose of marking the parking areas in the flex space and will be in place with or without plantings.

The Full Bloom proposal also had \$770 for Winter decor on the RiverWalk. BID has not paid for that work in the past. Consensus was to have the City handle the River Walk decor work as it has in the past.

Justin made a motion for BID to approve the expenditure of \$2600 for Winter decor in 40 planters on Oak Street and Broadway. Second by Kevin. Approved unanimously.

HARVEST FEST:

Jenifer Dobbs provided up to date tickets sales of 2200 for this Saturday's Dells on Tap and 350 for the Friday evening Craft Beer Walk. Numbers are well beyond past events and only expected to grow.

2016 WINE WALK:

Mark Sweet said that the Downtown Dells Committee has set April 29th as the date for its Spring Wine Walk. The State Legislature has passed legislation onto Governor Walker for his signature which establishes guidelines for holding Wine Walks. 450 tickets will be sold at \$30 per ticket. Discussions have been ongoing with the Bureau to add wine - related activities downtown on Saturday, April 30. Purpose will be to build momentum for more overnight stays from the Wine Walk.

NEXT AGENDA:

Items to be covered will include Zebra Dog contract work, Design Review Committee update, and Harvest Fest/Dells on Tap recap.

Kevin made motion to adjourn. Second by Dan. Approved.