

**BID COMMITTEE  
DECEMBER 9, 2015**

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

**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.**