

BID COMMITTEE
December 17, 2015

Attending: Kelli Trumble: chairwoman

Justin Draper; BID

Jesse DeFosse; BID

Kyler Royston; BID

Dan Gavinski; BID

Mark Sweet; BID

Mayor Brian Landers

Chris Tollaksen; Public Works

Todd Helvensleben; Vierbecher Associates

Lisa Beck; WDVCB

Jenifer Dobbs; WDVCB

Jim Decker

Phil Helley

Brian Holzem

Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Justin Draper to approve December 9 minutes. Second by Kyler Royston. Approved.

BRAND STYLE GUIDELINES: Presentation of the Brand Book was made by the Zebra Dog (ZD) staff. The presentation provided both a narrative and style guide for the use of the logo and the name Dells River Arts District.

The Narrative section described how the name and logo should represent the local creative spirit, celebrate history, reflect the deep connection to the river, create new entrepreneurial opportunities and reflect how unique the district is overall.

The Style Guide provided specific recommendations in branding the name and logo. The primary and secondary color palettes, usage of the logo and registration mark, primary and secondary font styles, recommended photography usage to support the brand were reviewed. Jesse DeFosse made a motion to advance the Brand Book and Style Guide as presented to the City Council for action pending more information compiled by the City Attorney about trademark and licensing. Second by Kyler Royston. Approved unanimously.

RIVER WALK UPDATE: Chris Tollaksen reported all plans are awaiting final DOT approval. The timeline following approval would commence with bidding and then construction to commence in April. The section from River Road bridge to Illinois Avenue would target completion for Memorial Day. The Illinois Avenue bridge work would take place over the summer. No overnight bridge closures would take place, though there might be occasional daytime traffic restrictions on the bridge as needed.

Todd Helvensleben noted that one issue needs to be resolved with DOT which is the type of material they will approve for the retaining wall under the outlook area to be extended on the River Road Bridge. Any changes could possibly go beyond what is funded in the federal grant. As of now, the retaining wall is comprised of limestone. Though DOT might still approve limestone, delays in gathering samples and testing could affect the construction timeline. Todd presented samples of other stone DOT would be expected to approve in short order. Dan Gavinski made a motion that Recon Old Weathered Edge Texture be presented to DOT as the first design option and

Ledgestone be presented as the second option. Second by Kyler Royston. Approved unanimously.

Justin Draper made a motion that for the River Walk extension project to stay on schedule that unless the limestone is approved that the two DOT approved options be the only other alternatives to be used for the retaining wall. Second by Jesse DeFosse. Approved unanimously.

ENTERTAINMENT SUBCOMMITTEE: Jenifer Dobbs reported that the first meeting looked at some of the current busker guidelines, considered recommending an increase in the license fee and is gathering more information on more locations for street entertainment.

JULY 4TH FESTIVAL: Kyler Royston reported that a popular cover band has been hired. Kevin Ricks is looking at incorporating Wish lanterns as part of the activities.

DESIGN REVIEW COMMITTEE (DRC): Dan Gavinski said that the committee will be asking Zebra Dog to start work on designing a custom arm bracket which will be tied into the River Arts District brand. The custom arm bracket would be how blade signs to identify each downtown business would be hung. Mayor Landers has indicated that there are Economic Development funds in the city budget which can help pay some of the costs.

Dan also spoke about a committee discussion on the subject of non- conforming signs. DRC will be looking at both how and when it will enforce removal of signs which do not conform with the new sign code after it is approved. Action from DRC on the new standards and recommendations is expected at the January 6 DRC meeting. It will then be forwarded to the Legislative Committee and then the City Council for action,possibly by later February.

LEASE AGREEMENT/ EXIT 87 SIGN: The lease with Myrtle's Farm LLC in Dane County to display the advertising sign for the River District has expired. Dan Gavinski made a motion to approve renewal of the contract with Joshua Harris at \$1,000 per year for five years.Second by Jesse DeFosse. Approved unanimously.

CHAIR UPDATES: Lisa Beck has transferred WDVCB member info to the downtown website. Information from non members has come in slower than hoped for. Everything should be ready to go live at the start of the new year.

AGENDA: JANUARY 6 MEETING: Items to include updates on Dells River Arts District brand name and logo trademark registration and licensing, festival updates on Taste of the Dells and Wine Walk, River Walk update, Parking signage.

Justin Draper moved for adjournment. Second by Jesse DeFosse. Approved.