

**BID COMMITTEE
WEDNESDAY, JANUARY**

7, 2015

ATTENDING: JESSE DE FOSSE; CHAIRPERSON
KAY JAMES, DELLS EVENTS
BOB STEINWEG
CORY KISSACK
ZAC GUSTAVA
DIANE GUSTAVA
JUSTIN DRAPER, BID
KELLI TRUMBLE, BID
KYLER ROYSTON, BID
DAN GAVINSKI, BID
MARK SWEET, BID
CHRIS TOLLAISEN, PUBLIC WORKS

MEETING WAS CALLED TO ORDER BY CHAIRPERSON JESSE DE FOSSE.

**MOTION MADE BY KELLI TRUMBLE TO APPROVE THE DECEMBER 15 MINUTES.
SECOND BY DAN GAVINSKI. APPROVED.**

RIVER WALK UPDATE:

THE DOT HAD SOME ISSUES WITH THE ILLINOIS AVENUE RETAINING WALL DESIGN. THEIR RECOMMENDATIONS WILL AESTHETICALLY IMPROVE THE WALL IN CHRIS TOLLAISEN'S OPINION. PENDING FINAL DOT APPROVAL OF THE REVISIONS, THE EARLIEST CONSTRUCTION WORK COULD BEGIN IN JUNE. THE ILLINOIS AVENUE BRIDGE WORK WOULD TAKE PLACE DURING THE SUMMER. ONE LANE OF TRAFFIC AND BOAT TRAFFIC SHOULD BE OPEN AT ALL TIMES WITH THE ONLY EXCEPTION WHEN ARCH WORK IS BEING DONE. BEST CASE SITUATION NOW IS THAT CONTRACT BIDDING COULD OCCUR IN FEBRUARY WITH SELECTION OF THE CONTRACTOR BY THE END OF APRIL.

THE DELAY WOULD ALSO IMPACT THE RIVER ROAD PART OF PHASE 3. INSTEAD OF WORK TAKING PLACE IN THE SPRING, THE RECOMMENDATION WOULD BE TO BEGIN RIGHT AFTER LABOR DAY. WEEKDAY CLOSURES OF RIVER ROAD WOULD OCCUR IN THE FALL WITH TRAFFIC TO BE RE-ROUTED. THE ROAD WOULD BE OPEN ON WEEKENDS.

KELLI SUGGESTED THAT WOODSIDE SPORTS COMPLEX AND CHULA VISTA RESORT BE CONSULTED SO THAT VISITORS BE MADE AWARE OF THE TRAFFIC SITUATION AND ALTERNATIVES. OTHER HOTELS SHOULD ALSO BE KEPT ABREAST OF THESE CHANGES. CHRIS WILL KEEP BID UPDATED ABOUT FINAL DOT APPROVAL OF THE RIVER WALK PLANS.

ENTERTAINMENT NETWORK:

THE HIGHLIGHTS OF THE PRESENTATION MADE BY JOHN LINCOLN AT THE DECEMBER MEETING WERE REVIEWED BRIEFLY. MARK SWEET EXPRESSED CONCERNS ABOUT THE ABILITY TO DO OTHER THINGS IN THE ECONOMIC DEVELOPMENT LINE IN THE BUDGET IF A SIGNIFICANT PART WAS TO FUND THE ENTERTAINMENT NETWORK PROPOSAL. BOTH JESSE AND CHRIS INDICATED THAT THE 1/4 % INCREASE IN PREMIER RESORT TAX AS WELL AS THE ASSESSMENT OF THE NEW BALLFIELDS AT WOODSIDE SHOULD HELP WITH THE ABILITY TO TAKE ON NEW DEVELOPMENTS RELATED TO THE DOWNTOWN REVITALIZATION PROJECT. JUSTIN DRAPER MOVED THAT BID PARTICIPATE IN THE ENTERTAINMENT NETWORK AT A MINIMUM OF 3 MINUTES AND MAXIMUM OF 4 MINUTES. SECOND BY KYLER ROYSTON. APPROVED UNANIMOUSLY. THE FINAL LENGTH AND CONTENT OF THE NEW COMMERCIAL WILL STILL BE DETERMINED.

BRAND PROMISE:

THE BRAND PROMISE ADOPTED BY THE DOWNTOWN REVITALIZATION COMMITTEE IS AS FOLLOWS: “ TO BECOME A CULTURALLY RICH, VIBRANT, ACTIVE, AND PEDESTRIAN- FOCUSED AREA FOR BOTH LOCAL RESIDENTS AND VISITORS, YEAR ROUND. TO ALSO ATTRACT UPSCALE CLIENTELE, PARTICULARLY FOR UNIQUE SHOPPING, DINING AND CULTURAL EXPERIENCES”. THE STATEMENT WAS REVIEWED IN TWO POTENTIAL AREAS OF CONFLICTING VIEWPOINTS.

1) ARE UPSCALE CLIENTELE BEING COURTED WITH THE IDEA OF PUSHING AWAY THOSE LESS AFFLUENT? IN DISCUSSION, THE SENTIMENT EXPRESSED WAS THAT THE PROMISE STATEMENT DOES NOT AT ALL SPEAK TO PUSHING ANYONE AWAY BUT RATHER TO DIVERSIFY WHAT IS AVAILABLE DOWNTOWN SO AS TO ATTRACT A MORE SIGNIFICANT UPSCALE CLIENTELE.

2) THE TERM PEDESTRIAN HAS ALREADY FACED SOME PUBLIC CONCERNS IN REGARDS TO THE PROPOSAL TO ELIMINATE SOME PARKING SPOTS ON BROADWAY. IN DISCUSSION, IT WAS FELT THAT THE PROMISE STATEMENT ONLY REFERS TO CREATING A DOWNTOWN ENVIRONMENT WHERE PEOPLE WILL FEEL COMFORTABLE WALKING AND WISH TO VISIT AND PARTAKE IN AS MANY BUSINESSES AND EXPERIENCES AS POSSIBLE. HOW THAT PROMISE WILL BE ACHIEVED IS SOMETHING TO YET BE DETERMINED.

KELLI MOVED THAT THE BRAND PROMISE STATEMENT BE ADOPTED AS THE MISSION STATEMENT FOR THE DESIGN REVIEW COMMITTEE (i.e., BID COMMITTEE). SECOND BY MARK. APPROVED UNANIMOUSLY.

OUTDOOR MERCHANDISE DISPLAYS:

IN 2014, STEPS WERE TAKEN TO REMOVE OBSCENE AND QUESTIONABLE CONTENT ON T SHIRTS IN OUTDOOR DISPLAYS. AT THE SAME TIME, THE OBSTRUCTION TO THE PUBLIC CAUSED BY THESE DISPLAYS WAS ALSO ADDRESSED. DURING THIS PROCESS, IT WAS DETERMINED THAT BUSINESSES WOULD NEED TO APPLY TO USE THE OUTSIDE AREA IN FRONT OF THEIR BUSINESS. THERE WOULD BE NO FEE

ATTACHED TO THE APPLICATION. THE STANDARD EVENTUALLY ADOPTED BY THE CITY'S PLANNING COMMITTEE WAS 1 DISPLAY ITEM PER 8 FEET AVAILABLE. CHRIS REPORTED TWO CONSEQUENCES TO LAST YEAR'S ENFORCEMENT. FIRST, AS INTENDED, OUTSIDE DISPLAYS WERE GREATLY REDUCED AND SIGNIFICANT IMPROVEMENT WAS MADE IN THE DISPLAY OF OFFENSIVE MERCHANDISE. AN UNEXPECTED CONSEQUENCE WAS MUCH GREATER USE OF STORE ENTRYWAYS TO DISPLAY MERCHANDISE. THE USE OF ENTRYWAYS IN 2014 WAS FULLY LEGAL THOUGH IN SOME CASES THE AESTHETIC APPEARANCE MAY HAVE BEEN QUESTIONABLE. ALL ACTIONS TAKEN IN 2014 IT WAS FELT AT THE TIME, SHOULD BE REVIEWED PRIOR TO THE NEW SEASON IN 2015.

CHRIS SUGGESTED SEVERAL QUESTIONS NEED TO BE ANSWERED AT THE OUTSET.

1) IN LIGHT OF BID TAKING ON THE DESIGN REVIEW RESPONSIBILITIES, SHOULD OUTDOOR DISPLAYS OF MERCHANDISE BE SUBJECT TO BID REVIEW AND APPROVAL.

2) WHAT SHOULD THE APPLICATION PROCESS ENTAIL.

3) SHOULD THERE BE A FEE ATTACHED THE APPLICATION PROCESS.

4) WHAT CITY ORDINANCE CHANGES WILL NEED TO BE PROPOSED AND ENACTED TO REFLECT THE RESPONSIBILITIES BID WOULD UNDERTAKE.

DAN FELT THAT IT WAS MORE LOGICAL FOR BID TO TAKE ON THIS RESPONSIBILITY AS THEY ARE MORE IN TOUCH WITH INDIVIDUAL BUSINESSES THAN THE PLANNING COMMITTEE. HE ALSO RECOMMENDED STREAMLINING ANY APPLICATION PROCESS TO BE BUSINESS FRIENDLY AND THAT NO FEE BE ATTACHED TO THIS PROCESS. CHRIS SUGGESTED AT SOME POINT BID SHOULD DEVELOP BROAD DISPLAY STANDARDS TO BE FOLLOWED WHICH MIGHT BE FLEXIBLE ENOUGH SO THAT SOME BUSINESSES WOULD NOT NEED TO SEEK BID APPROVAL. IF AN APPLICATION WAS REQUIRED IT WOULD BE SUBMITTED TO PUBLIC WORKS DEPARTMENT AND THEN FORWARDED TO BID FOR ACTION. DAN MOVED THAT THE APPLICATION PROCESS FOR OUTDOOR DISPLAYS BY BUSINESSES COMES TO THE BID (i.e., DESIGN REVIEW COMMITTEE) FOR FINAL APPROVAL AND THAT CHRIS TOLLAKSEN BEGIN THE PROCESS TO SUBMIT ANY CITY ORDINANCE CHANGES AS SOON AS POSSIBLE. SECOND BY KELLI. APPROVED UNANIMOUSLY.

DESIGN STANDARDS:

CHRIS SUGGESTED IN THE CONTEXT OF DISCUSSING OUTDOOR MERCHANDISE DISPLAYS THAT THIS MIGHT WELL BE ONE AREA BID COULD DETERMINE GENERAL STANDARDS BUSINESSES WOULD BE GUIDED BY. THOUGH A NUMBER OF OTHER DESIGN AREAS MAY WELL REQUIRE CONTRACTING FOR PROFESSIONAL EXPERTISE, THIS MAY BE ONE AREA THE DESIGN REVIEW COMMITTEE COULD HANDLE ON ITS OWN. BOB STEINWEG SUGGESTED THE MOST IMPORTANT GUIDING PRINCIPLE OF ANY OUTSIDE DISPLAY IS FOR IT TO PROVIDE A PLEASANT IMPRESSION FOR PEOPLE TO COME INSIDE THE BUSINESS.

JESSE SUGGESTED THE COMMITTEE SEEK INFORMATION ON STANDARDS OTHER (TOURIST BASED) COMMUNITIES HAVE SET ON OUTDOOR MERCHANDISE DISPLAYS TO GUIDE ANY DECISIONS AT THE NEXT MEETING. CHRIS ALSO RECOMMENDED

THAT OVERALL DOWNTOWN BEAUTIFICATION BE CONSIDERED AS PART OF A DISCUSSION OF OUTDOOR DISPLAYS.

SIGN ORDINANCE REVIEW:

CHRIS ASKED TO BE PROVIDED WITH DIRECTION REGARDING THE SIGN ORDINANCE. CLARIFICATION WAS SOUGHT AS TO THE ROLE OF BID NOW THAT IT IS ASSUMING THE DOWNTOWN DESIGN REVIEW RESPONSIBILITIES. IT WAS DETERMINED THAT SIGN APPROVAL WOULD COME UNDER THOSE RESPONSIBILITIES. CHRIS INDICATED THAT ACTION WOULD REQUIRE AN ORDINANCE CHANGE.

THREE AREAS WITH RECOMMENDATIONS IN THE BROOKS REVITALIZATION PLAN WHICH WOULD POSSIBLY REQUIRE ORDINANCE CHANGES ARE BLADE SIGNS, SANDWICH BOARDS AND TEMPORARY SIGNS. CURRENTLY, BLADE SIGNS ARE CONSIDERED PROJECTING SIGNS IN THE CODE, HOWEVER A SEPARATE SET OF GUIDELINES COULD BE PRESENTED FOR LEGISLATIVE AND COUNCIL APPROVAL AS A NEW BLADE SIGN ORDINANCE. AT PRESENT, BY ORDINANCE, SANDWICH BOARDS ARE NOT PERMITTED.

THE BROOKS PLAN RECOMMENDATIONS ON BLADE SIGNS:

- 1. TOP OF SIGN NO HIGHER THAN 9 FEET AND NO LOWER THAN 7 FEET ABOVE THE SIDEWALK. (24 " IN HEIGHT)**
 - 2. BLADE SIGN WIDTH UP TO 42".**
 - 3. FACADE SIDE OF THE BLADE SIGN TO BE PLACED FROM 14 - 18" FROM THE FACADE.**
 - 4. NO BACKLIT BLADE SIGNS.**
 - 5. ENCOURAGE SPOTLIGHTS ON BLADE SIGNS TO PROMOTE EVENING BUSINESS.**
 - 6. ALLOW FOR MODIFICATIONS TO THIS STANDARD BASED ON PRE EXISTING AWNINGS OR CANOPIES ON A CASE BY CASE BASIS.**
 - 7. USE OF BLADE SIGNS TO IDENTIFY THE PRIMARY LURE OF THE BUSINESS.**
 - 8. BLADE SIGN TEXT SHOULD BE 4 WORDS OR LESS.**
 - 9. AVOID OUTLINED AND SCRIPT TEXT. SIGNS SHOULD BE EASY TO READ.**
- IN DISCUSSION, THERE SEEMED TO BE CONSENSUS ON INCORPORATING THESE RECOMMENDATIONS, HOWEVER NO FORMAL MOTION WAS MADE AT THIS TIME TO ADVANCE THAT PROCESS.**

THE BROOKS PLAN RECOMMENDATIONS ON SANDWICH BOARDS:

- 1. SANDWICH BOARDS SHOULD ONLY BE ALLOWED TO PROMOTE DAILY SPECIALS BY RESTAURANTS.**
- 2. SANDWICH BOARDS COULD ONLY BE PLACED IN FRONT OF THAT BUSINESS AND WOULD NEED TO BE PUT AWAY AT CLOSING.**
- 3. SIGNS SHOULD BE A MAXIMUM OF 32" WIDE AND 48" TALL AND OF PROFESSIONAL APPEARANCE.**

IN DISCUSSION, TOPICS BROACHED INCLUDED DEFINING WHAT CONSTITUTES A RESTAURANT, DETERMINING AN AREA, PERHAPS 8 FEET CLEARANCE, ON PLACEMENT OF SANDWICH BOARDS TO ALLOW FOR PEDESTRIAN MOVEMENT AND WHETHER OTHER BUSINESSES BESIDES RESTAURANTS BE PERMITTED TO USE

SANDWICH BOARDS. IT WAS FELT BEFORE ANY FORMAL ACTION IS TAKEN AT A FUTURE MEETING THESE ISSUES SHOULD BE DISCUSSED FULLY.

THE BROOKS PLAN RECOMMENDATIONS ON TEMPORARY SIGNS AND BANNERS:

- 1. TEMPORARY SIGNS FOR NEW BUSINESSES SHOULD ONLY BE USED FOR A DEFINED NUMBER OF DAYS AFTER THE BUSINESS OPENS AND NEEDS TO BE REPLACED BY A PERMANENT SIGN APPROVED BY THE DESIGN REVIEW COMMITTEE.**
- 2. PLASTIC AND VINYL BANNERS CAN BE USED UP TO 4 WEEKS A YEAR FOR SPECIAL PROMOTIONS AND SPECIALS ONLY, NOT GENERAL EVERYDAY USE. IN DISCUSSION, THE AMOUNT OF TIME ONE IS ABLE TO OBTAIN A PERMANENT SIGN WAS NOTED IN RELATION TO SETTING TIMETABLES FOR THE USE OF A TEMPORARY SIGN.NO FORMAL ACTION WAS TAKEN AND THERE DID NOT SEEM TO BE CONSENSUS ON ALL POINTS AT THIS STAGE.**

DOWNTOWN WIFI:

CHRIS OBTAINED INFORMATION FROM DOWNTOWN BARABOO WHICH HAS INSTALLED WIFI IN THE PLAZA AREA. THEY HAVE INSTALLED ABOUT A HALF DOZEN HIGHLY SECURE ROUTERS AT DIFFERENT LOCAL BUSINESSES AT A COST OF \$600 - \$700 EACH. EACH ROUTER IN THE NETWORK REQUIRES A LICENSING FEE WHICH IS AROUND \$200 EACH. CHRIS SUGGESTED THAT A DOWNTOWN DELLS NETWORK COULD BE INSTALLED WITH SEVERAL STOREFRONTS ON EACH BLOCK PERMITTING ROUTERS TO BE INSTALLED. IT WAS FELT ANYWHERE FROM TEN TO TWENTY ROUTERS WOULD COVER MOST OF THE DOWNTOWN AREA. THE TOTAL COST MIGHT COME IN AROUND \$25,000 WHICH IS ABOUT \$20,000 LESS THAN THE BROOKS STUDY LISTED. DETAILS WOULD NEED TO BE DEVELOPED,HOWEVER CHRIS NOTED THE POTENTIAL USES AS A MARKETING TOOL OF SUCH A SYSTEM. AS MORE INFORMATION BECOMES AVAILABLE,CHRIS WILL PRESENT THEM TO THE COMMITTEE.

NEXT MEETING:

THE NEXT MEETING WILL BE WEDNESDAY, JANUARY 28 AT 9:00 A.M. AGENDA WILL INCLUDE OUTDOOR DISPLAY STANDARDS, DESIGN REVIEW STANDARDS, SIGN ORDINANCE/ STANDARDS, ENTERTAINMENT NETWORK COMMERCIAL CONTENT.

MOTION TO ADJOURN MADE BY JUSIN. SECOND BY DAN.APPROVED.