



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, March 8, 2017 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

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1. Call to Order
2. Approval of the February 22, 2017 Meeting Minutes (attached)
3. Discussion on DRAD Trademark and Licensing Dan Gavinski
4. Discussion on Ordinance Enforcement and BID Priorities Justin Draper
5. Discussion for Future Parking Board Input & Requests Kelli Trumble
6. Discussion on April 28<sup>th</sup> and Future Wine Walks Mark Sweet
7. Revisit/Decision on Ashton Style Bench/Café Zones (attached) Chris Tollaksen
8. Chair Report Kelli Trumble
  - a. DRAD Website
  - b. Street Light Banners
  - c. Print & Billboard – Lead Kevin Ricks
9. Items for next agenda All
10. Adjournment

The Committee may take action on any of the above listed agenda items.

Kelli Trumble, Chairperson

Posted & Distributed: March 3, 2017

### Upcoming BID Meetings:

- Wednesday, March 22, 2017 at 8:30am
- Wednesday, April 5, 2017 at 8:30am

**BID Committee**  
**February 22, 2017**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Brian Holzem</b>
<b>Justin Draper; BID</b>	<b>Jim Decker</b>
<b>Dan Gavinski; BID</b>	<b>Jackie Morse</b>
<b>Kevin Ricks; BID</b>	<b>Tom Turbett</b>
<b>Kyler Royston; BID</b>	<b>Ed Legge; Dells Events</b>
<b>Mark Sweet; BID</b>	
<b>Mayor Brian Landers</b>	
<b>Chris Tollaksen; Public Works</b>	
<b>Karen Terry; City Treasurer</b>	

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion to approve February 8 minutes made by Justin Draper. Second by Kevin Ricks.**

**Approved.**

**BID FINANCIAL REPORT:**

**City Treasurer Karen Terry provided updates on end of 2016 calendar year BID revenue and expense report. BID was over budget by \$6,003. This was due to a late billing on planters which was paid in 2016 and payment for new design work on three billboards being rented by BID which had not been budgeted. The \$6000 shortfall is being paid through reserve funds. Financial updates were also reviewed on the 2017 budget and the Farmers Market. Karen cautioned that the 2017 budget projects surplus funds at \$8671 and should be considered as proposals are advanced for funding during the year.**

**BID INTERN UPDATE:**

**Becca Fredricksen, last year's intern, has recommended someone for the position who will go through an interview process. Funding for the intern position remains a question as it was removed in the 2017 budget. Becca had previously suggested that the position might only necessitate 25 hours of work per week rather than 40 hours. Kyler Royston suggested thought be given to sharing the intern with the Farmers Market which is in the process of looking for a Market Manager. He will check with the other members of the Farmers Market Committee for their input on that idea. Topic will be on March 8 agenda.**

**2017 BID PROJECTS UPDATE:**

**Justin Draper will be the committee's liaison to work closely with the city's Ordinance Compliance officer, Dave Leifer. It was recommended the committee provide input on priorities which should be addressed by the Compliance officer, which will be put on the March 8 agenda.**

**Dan Gavinski will head efforts to determine guidelines for use of the Dells River Arts District (DellsRAD) name and logo. Mayor Landers could see at least three different directions on DellsRAD usage. One area would be use by private enterprises. Another use would be by the city government. A third direction would be incorporation into public areas ranging from parks to public arts projects such as sculptures or murals. Part of the process should be determining guidelines/ standards for acceptable use of the DellsRAD name and logo. An added element should be consideration of any fees attached to use of DellsRAD name and logo. The Mayor indicated that it would be appropriate for BID to forward any recommendations to the City Council. Topic will be on March 8 agenda.**

**OUTDATED BANNERS:**

A number of the banners hanging on the street light poles are advertising festivals/ events that are no longer taking place. Options would be to remove specifically the outdated information, removal of the entire banner structure, development of a new banner program which would utilize the city's approved Block color program and possibly other elements such as historic photographs and mosaic design work (from the River Walk vignette project). Current events and festivals could be promoted by other means ranging from lower level banners, interactive kiosk areas, improved signage in both Duchess Plaza and other areas yet to be designated.

Tom Turbett from Rainbow Signs indicated that it cost about \$4300 in 2010 to apply updated design work to around half of the 150 banners. Best guesstimate would be to assume a 10%-20% increase in those costs. To redo every banner including labor might be a cost from \$10,000 - \$15,000.

Implementation of the area wide Way Finding program is not planned to commence until 2018. Mayor Landers felt that if BID decides it would like to take the lead through putting into use the Block Color program with banners it should not wait until next year.

**BIKE RACK LOCATIONS:**

Justin will work with Public Works Department and Dave Leifer to develop recommendations on locations for bicycle racks. The city has limited funds designated for purchase of new racks. Committee consensus was to locate the racks close to Broadway but not on Broadway itself. The committee also indicated it did not want to see the racks in the Cafe Zones.

**CAFE ZONE BENCHES:**

Sample benches were viewed. Justin Draper made a motion to approve use of the backless Ashton style bench with cedar finish seat and Natina galvanized surface treatment. The backless style would be the bench used in the Cafe Zones. Second by Kyler Royston. Approved unanimously.

Dan Gavinski made a motion to recommend using both the Ashton 'backless' and 'with back' styles to replace the benches on the 200 block of Broadway which were removed during reconstruction. Second by Kevin Ricks. Approved unanimously.

Motion to adjourn made by Kevin Ricks. Second by Justin Draper. Approved.



5-Year Warranty

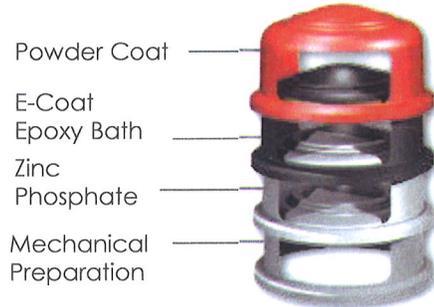
ITEM 7

## The e-Steele Difference

At Thomas Steele, we undercoat our site furnishings using state-of-the-art e-coating with an epoxy resin water-based paint and zinc phosphate for a process that produces a highly durable coating. When coupled with our electrostatically applied polyester top coat, e-Steele™ will withstand a highly corrosive environment for the ultimate levels of protection and performance. This is why Thomas Steele can offer an unsurpassed industry-leading five-year warranty.

Environmental awareness is another reason to e-coat. The e-Steele™ process is environmentally friendly because it produces no HAPs (hazardous air pollutants), ultra-low VOCs (volatile organic compounds), and is OSHA and EPA compliant as well. E-coat systems recycle, too! Virtually all unused paint is recovered and put back into the system.

## e-Steele™ Metal Finishing



## Standard Powder Coat Finishes

Standard e-Steele™ colors are shown. Contact Thomas Steele for a complete color chart.

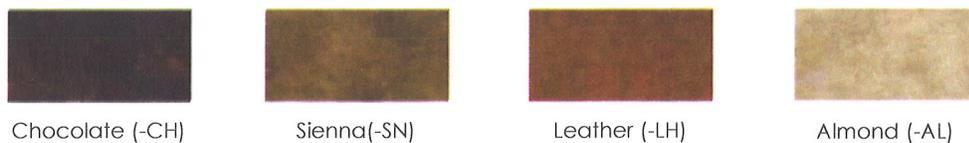


Note: Due to variations in the printing process, colors shown may not be an exact match. Please request color samples from Thomas Steele for accurate color comparisons.

## Sustainable Composites Boards

### Sustainable Composite Boards: (SCB)

Sustainable composite material made from FSC certified 100% post-consumer recycled paper, phenolic resins and natural pigments.



## Recycled Plastic Colors

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### Recycled Plastic: (RP)

High-density polyethylene material (HDPE) made from post-consumer recycled plastic containers. Material is graffiti and UV resistant and ideal for outdoor use. Material will not crack or rust.



Cedar (RPC)



Grey (RPG)



Brown (RPB)



Weathered Redwood (RPW)

## Wood

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### Ipe: (WI)

Pronounced "ee-pay," this olive-brown wood from South America weathers to a beautiful silver grey. Three times harder than oak, ipe is the perfect choice for outdoors, where it resists weather, heavy use and vandalism.



### Accoya®: (AY)

Accoya® wood is sourced from sustainable forests and manufactured using acetylation modification process. Its properties exceed those of the best tropical hardwoods and it can handle the most demanding jobs.

## Plaques

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