

Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, January 24, 2018 at 8:30AM

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

1. Call to Order
2. Approval of the December 13, 2017 Meeting Minutes (attached)
3. Information on 2018 Dells River Arts District (DRAD) Revitalization Project Chris Tollaksen
4. Information on Zebradog Master Design Banner Program (attached) Chris Tollaksen
5. Recruiting DRAD Businesses – Group Exercise All
6. Discuss Recruiting Business Tools All
7. Items for Next Agenda All
8. Adjournment

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

Kelli Trumble, Chairperson

Posted & Distributed: January 12, 2018

Upcoming BID Meetings:

- Wednesday, February 7, 2018 at 8:30am
- Wednesday, February 21, 2018 at 8:30am
- Wednesday, March 7, 2018 at 8:30am
- Wednesday, March 21, 2018 at 8:30am
- Wednesday, April 4, 2018 at 8:30am

**BID Committee
December 13, 2017**

Attending: Jesse DeFosse; Vice chairman
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works

Jenifer Dobbs; WDVCB
Jim Decker
Brian Holzem
Corena Ricks

Meeting called to order by Vice Chairman Jesse DeFosse.

Motion made by Kyler Royston to approve November 29 minutes. Second by Dan Gavinski. Approved.

2018 PRINT ADVERTISING:

Corena Ricks presented revised copy for the 2018 Ad-Lit Summer book. Committee suggested to change the shopping picture so people's faces would be visible and to remove the word unique from the circle which says SHOPPING. Dan Gavinski made a motion to approve the copy presented with the two suggested changes. Second by Kyler Royston. Approved unanimously.

RECRUITING DRAD BUSINESSES:

Open discussion was held to solicit ideas for future recruitment of businesses and projects which would be considered desirable in the Dells River Arts District.

It was felt every effort should be made to foster the relationships with both the Woodside group and the JAG as the sports area is vital to the interests of the downtown and both projects have now proven themselves as entities to continued working with together.

Suggestion was made to look at the Wisconsin Sports Hall of Fame in Milwaukee for relocation and development as an interactive museum.

It was felt that Leon Agami, owner of the vacant Carvelli's Restaurant property is very motivated to find a tenant. Based on the strong success of the Moosejaw restaurant the suggestion was made to recruit a local craft beer business or winery and recruit a restaurant to partner with to occupy the vacant building. Jesse DeFosse will contact Leon Agami about terms for a long term lease. Low or free rent at that location could be a very strong incentive. Also suggested for that location was a themed restaurant, on the order of what American Girl has done in Chicago.

The vacant property on Oak Street which formerly housed Robin's Nest was suggested as a location to locate incubator start up businesses as part of a small public marketplace. Concerns were expressed about the location and poor track record for previous ventures. Chris Tollaksen will try to get information from the property owner about the rent or purchase price. Chris Tollaksen also noted that this property does offer a stage for entertainment however a sprinkler system would need to be installed to house larger audiences.

Other ventures which could spur business growth downtown include the large expansion of the Kalahari Convention Center and the possibility of construction of a new high school across from Trappers Turn Golf Course.

AGENDA: JANUARY 24th MEETING

Discussion on business recruitment and recruiting tools will continue.

Mark Sweet moved for adjournment. Second by Kyler Royston. Approved.

Subject: RE: Materials for January 24 BID Agenda

From: Chris Tollaksen
Sent: Thursday, January 18, 2018 4:35 PM
To: Kelli Trumble
Subject: RE: Check-in

Kelli,
I found that the old Robin's Nest property was purchased in late 2015 for \$176k. I did make a preliminary attempt to contact the 2015 purchaser about desired rent, but have not heard back. I will reach out again.

The main capital improvement project for 2018 will be the Broadway/Eddy St intersection. We are looking into incorporating some of the RW entrance enhancements, but that is all going to depend on funding and the costs of the street and utility construction.

It is my understanding that the Banner program will not go forward at this time unless it is funded by the BID. See attached.

I don't believe any more discussion is required for Cheesecake Heaven. They have agreed to clean the Plaza for the same price the BID has budgeted for High Rock. The City agreed to offset some of the cost by refunding the Cheesecake Heaven lease fee for the Café Zone. However, the general consensus is that more maintenance is needed in the plaza, so we don't want to reduce the budget yet just in case.

-Chris

From: Kelli Trumble
Sent: Thursday, January 18, 2018 2:55 PM
To: Chris Tollaksen
Subject: Check-in

Hello Chris,

I hope 2018 is starting out well for you and your family.

As I prepare the January 24 BID committee agenda, are there items you need to address with the BID? Are you ready to discuss any findings on the former Robin's Nest building (taken from 12/13 minutes)?

Are there capital improvement projects planned for 2018 specific to the River Arts District, e.g., River Walk entrances; street light banners?

Do we need to discuss the Duchess Plaza cleaning plan of action regarding Cheesecake Heaven?

Thanks much!
Kelli

Kelli A. Trumble
Chairperson



MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: DEMOLITION

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

JOB SPECS

DEMOLITION

Remove all current banners with outdated logos and events. Salvage mounting hardware and return to City of Wisconsin Dells

Zebradog's preliminary survey indicates that banners required to be removed include:

Highway 13 from I94 to Train Bridge
Quantity to remove = 39

Broadway Avenue
Quantity to remove = 38

Lacrosse Street
Quantity to remove = 5

Eddy Street
Quantity to remove = 2

Superior Street
Quantity to remove = 2

River Road
Quantity to remove = 3

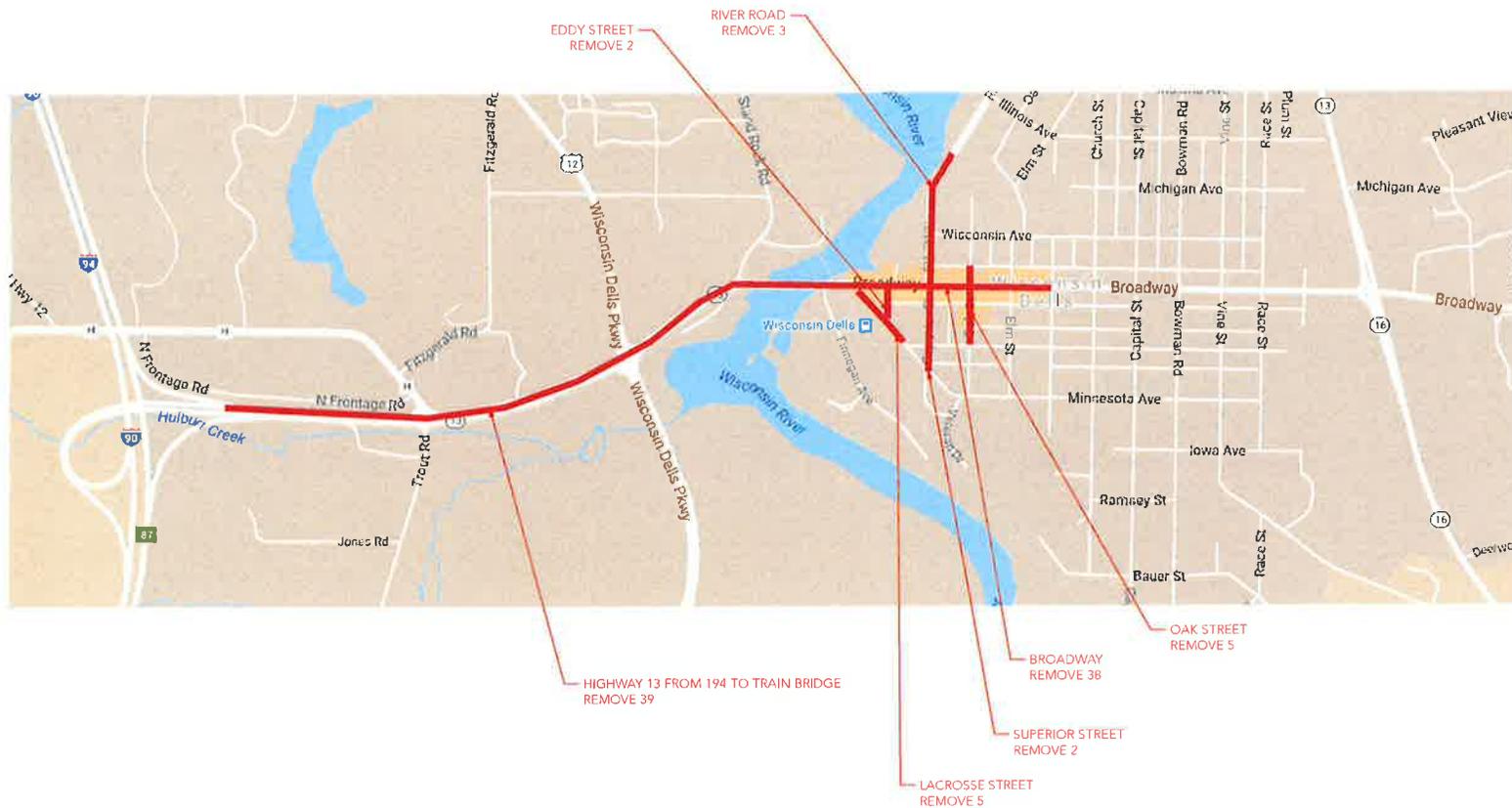
Oak Street
Quantity to remove = 5

Elm Street
Quantity to remove = 0

Cedar Street
Quantity to remove = 0

Church Street
Quantity to remove = 0

Capital Street
Quantity to remove = 0



MASTER DESIGN

17-WDE-004

CLIENT:
DESCRIPTION:

CITY OF WISCONSIN DELLS
BANNER SPECIFICATIONS

ZBRADOG
DYNAMIC ENVIRONMENT DESIGN

JOB SPECS

BANNER FABRICATOR & INSTALLER
Vendor to field verify existing conditions, hardware, and dimensions.

BANNERS IN ZONE 1
Qty: 7
Final Size: 2'-4"W x 5'-4"H x 1/8"T

Graphics screen printed to 1/8" thick aluminum sheet. Sheets installed to existing mounting hardware. Paint reverse side of metal sheets black to match lamp posts.

Sample Needed: QTY=2 @ 12"x12" color proof samples

Install in Wisconsin Dells

BANNERS IN ZONES 2&3
Qty: 13
Final Size: 2'-4"W x 5'-4"H

UV Print and fabricate double sided pole banners with 18oz blackout banner vinyl. Sleeves on top and bottom and wind slits as required.

Sample Needed: QTY=2 @ 12"x12" color proof samples

Install in Wisconsin Dells

BANNERS IN ZONES 4-14
Qty: 65
Final Size: 2'-2"W x 4'-2"H

UV Print and fabricate double sided pole banners with 18oz blackout banner vinyl. Sleeves on top and bottom and wind slits as required.

Sample Needed: QTY=2 @ 12"x12" color proof samples per block color.

Install in Wisconsin Dells



ELEVATION: FRONT
3/4" = 1'-0"

ELEVATION: BACK
3/4" = 1'-0"

BANNERS IN ZONE #1
TOTAL QUANTITY = 7

ELEVATION: FRONT
3/4" = 1'-0"

ELEVATION: BACK
3/4" = 1'-0"

TYPICAL BANNERS IN ZONES #2 & 3
TOTAL QUANTITY = 13
(Quantities of each style on page 5)

DOUBLE SIDED
OPAQUE FABRIC
BANNERS WITH
WIND SLITS



ELEVATION: FRONT
3/4" = 1'-0"

ELEVATION: BACK
3/4" = 1'-0"

BANNERS IN ZONES #4-14
TOTAL QUANTITY = 65
(Quantities of each style on pages 6-16)

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 1: ENTRY FROM INTERSTATE

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT 3/4" = 1'-0" 0' 1'16"
ELEVATION: BACK 3/4" = 1'-0" 0' 1'16"

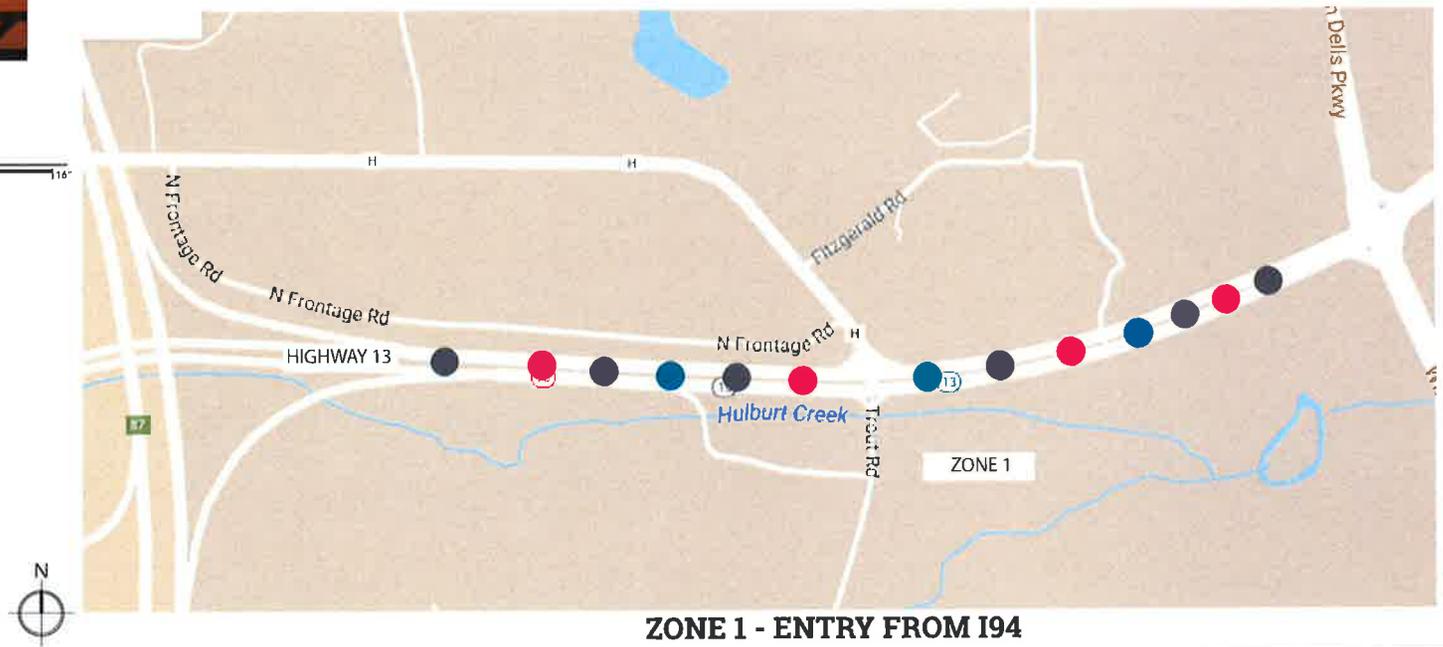
QUANTITY = 7

ZONE 1: ENTRY BLOCKS FROM I94

BANNER QUANTITY = 7

POLE QUANTITY = 13

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH FRONT FACING WEST
- POLE WITH FRONT FACING EAST



ZONE 1 - ENTRY FROM I94

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONES 2 & 3: ENTRY & BRIDGE

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



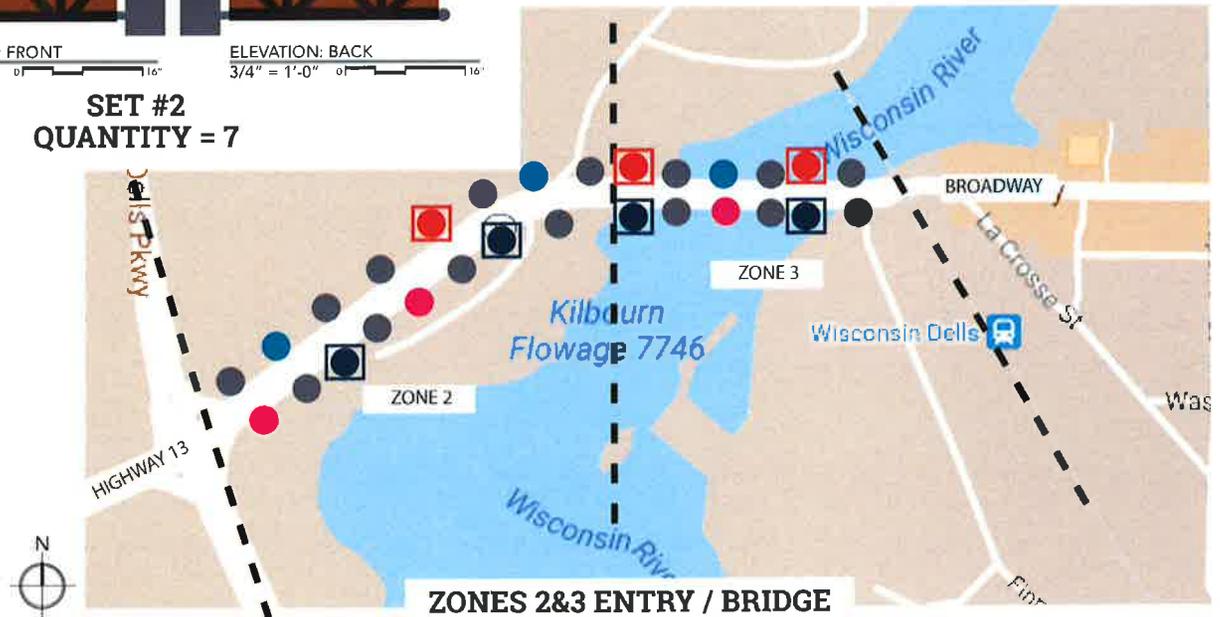
SET #1
QUANTITY = 6

SET #2
QUANTITY = 7

ZONES 2 & 3: ENTRY AND BRIDGE

BANNER QUANTITY = 13
POLE QUANTITY = 28

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- SET 1 **FRONT** FACING WEST
- SET 1 **BACK** FACING WEST
- SET 2 **FRONT** FACING WEST
- SET 2 **BACK** FACING WEST



ZONES 2&3 ENTRY / BRIDGE

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 4 - WELCOME BLOCK

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT 3/4" = 1'-0" 0' 1' 1/2"
 ELEVATION: BACK 3/4" = 1'-0" 0' 1' 1/2"

SET #1
QUANTITY = 5



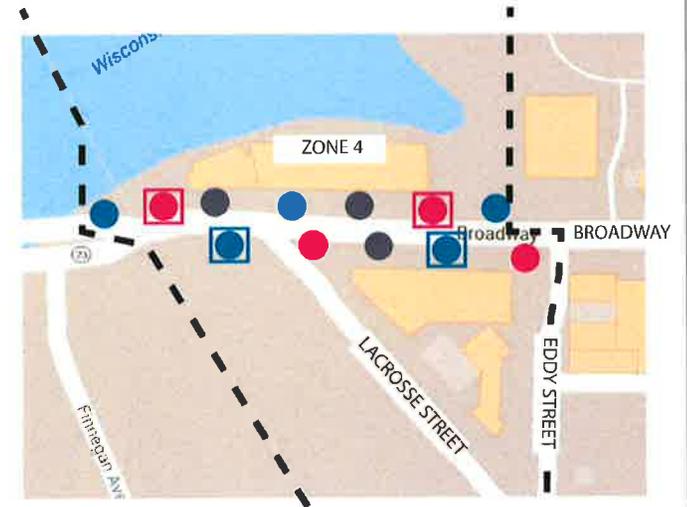
ELEVATION: FRONT 3/4" = 1'-0" 0' 1' 1/2"
 ELEVATION: BACK 3/4" = 1'-0" 0' 1' 1/2"

SET #2
QUANTITY = 4

ZONE 4: WELCOME BLOCKS

BANNER QUANTITY = 9
 POLE QUANTITY = 12

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



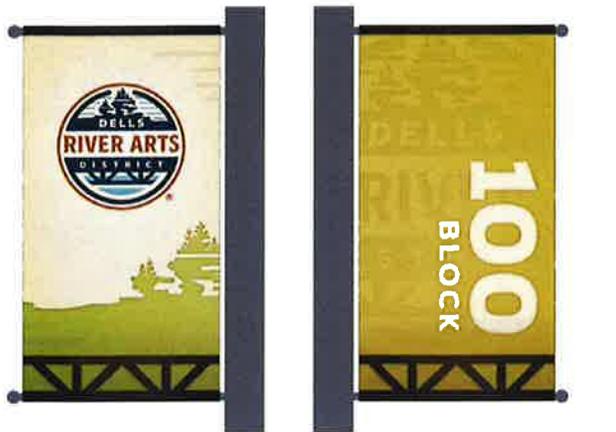
ZONE 4 - WELCOME BLOCK

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 5

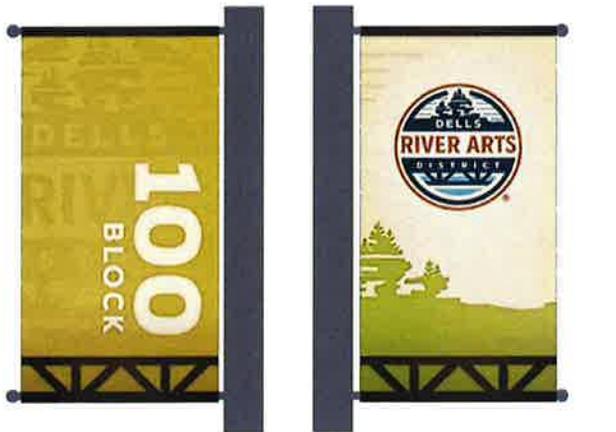
ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
 3/4" = 1'-0" 0" 116"

ELEVATION: BACK
 3/4" = 1'-0" 0" 116"

SET #1
QUANTITY = 4



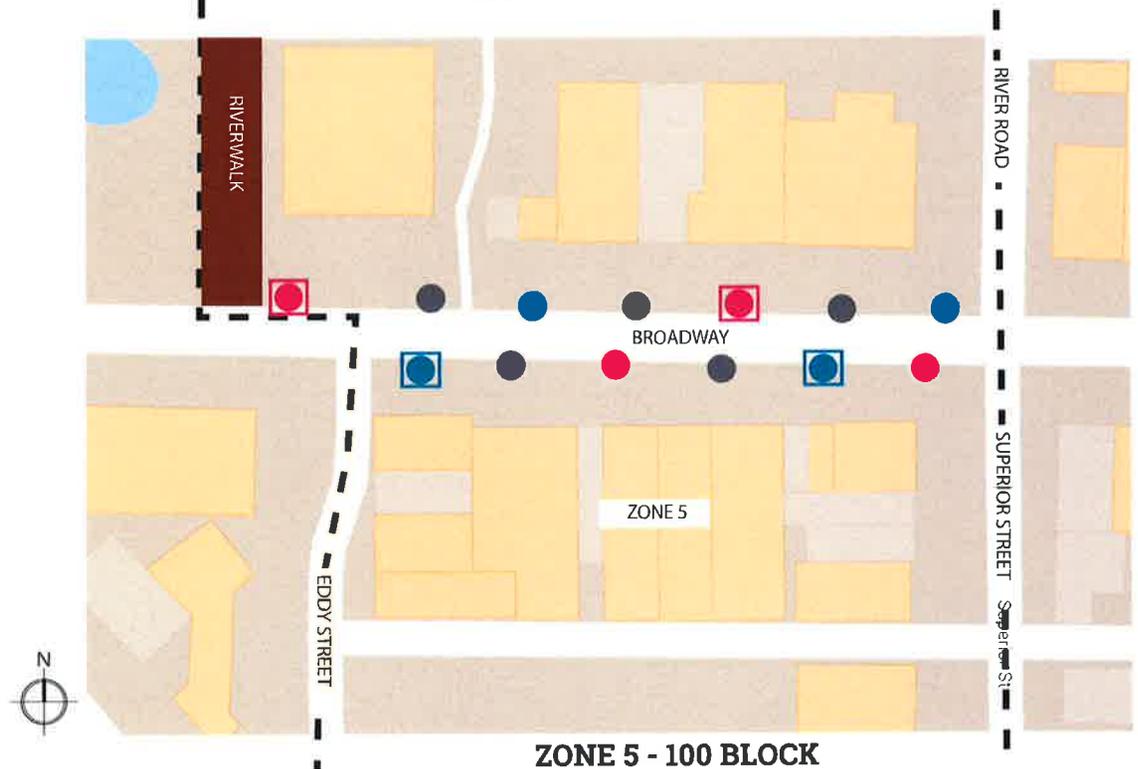
ELEVATION: FRONT
 3/4" = 1'-0" 0" 116"

ELEVATION: BACK
 3/4" = 1'-0" 0" 116"

SET #2
QUANTITY = 4

ZONE 5: 100 BLOCK
 BANNER QUANTITY = 8
 POLE QUANTITY = 13

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



ZONE 5 - 100 BLOCK

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 6 - RIVERWALK

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



QUANTITY = 3

ZONE 6: RIVERWALK

BANNER QUANTITY = 3
POLE QUANTITY = 3

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH FRONT FACING NORTH / BACK FACING SOUTH
- POLE WITH FRONT FACING SOUTH / BACK FACING NORTH

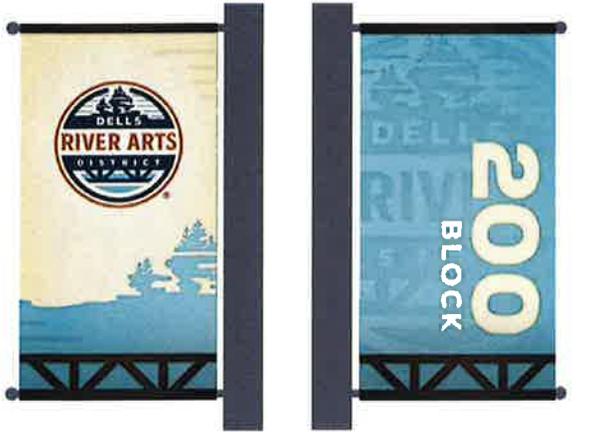


MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 7 - 200 BLOCK

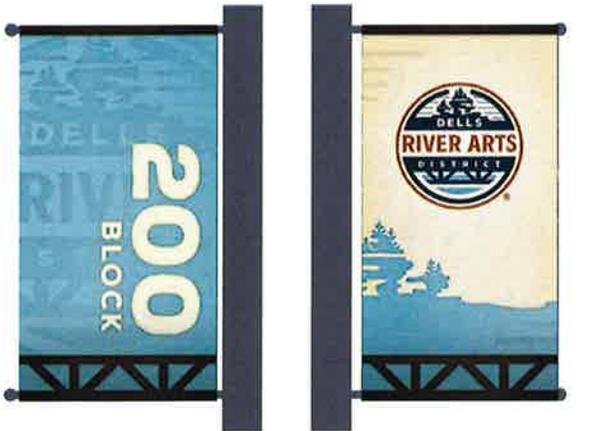
ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
 3/4" = 1'-0" 0' 116"

ELEVATION: BACK
 3/4" = 1'-0" 0' 116"

SET #1
QUANTITY = 2



ELEVATION: FRONT
 3/4" = 1'-0" 0' 116"

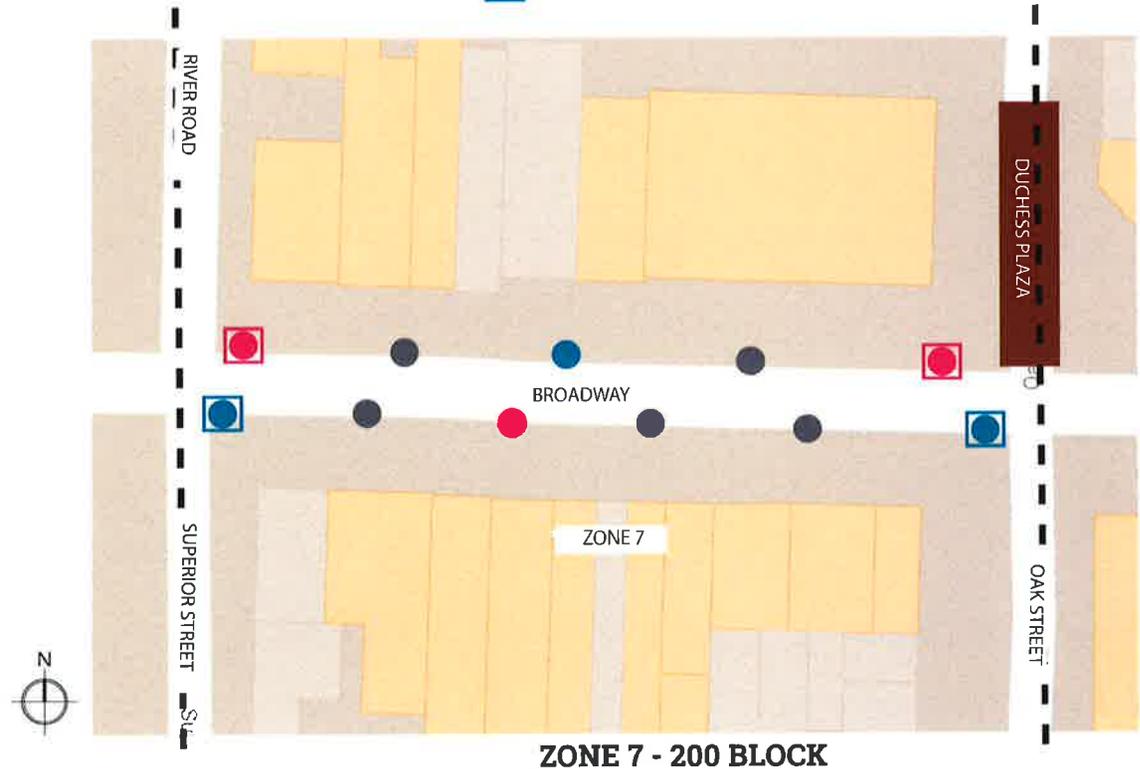
ELEVATION: BACK
 3/4" = 1'-0" 0' 116"

SET #2
QUANTITY = 4

ZONE 7: 200 BLOCK

BANNER QUANTITY = 6
 POLE QUANTITY = 11

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



ZONE 7 - 200 BLOCK

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
DESCRIPTION: ZONE 8 - DUCHESS PLAZA

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
3/4" = 1'-0" of 16'

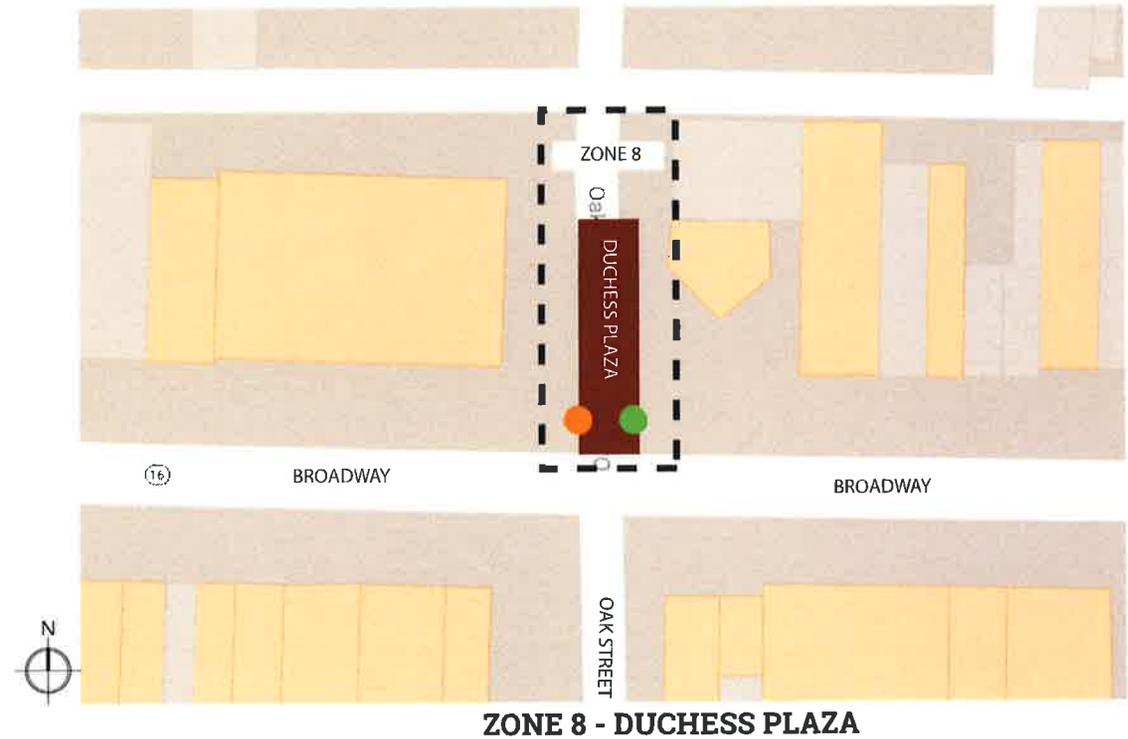
ELEVATION: BACK
3/4" = 1'-0" of 16'

QUANTITY = 2

ZONE 6: DUCHESS PLAZA

BANNER QUANTITY = 2
POLE QUANTITY = 2

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH FRONT FACING NORTH / BACK FACING SOUTH
- POLE WITH FRONT FACING SOUTH / BACK FACING NORTH



MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 9 - 300 BLOCK

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



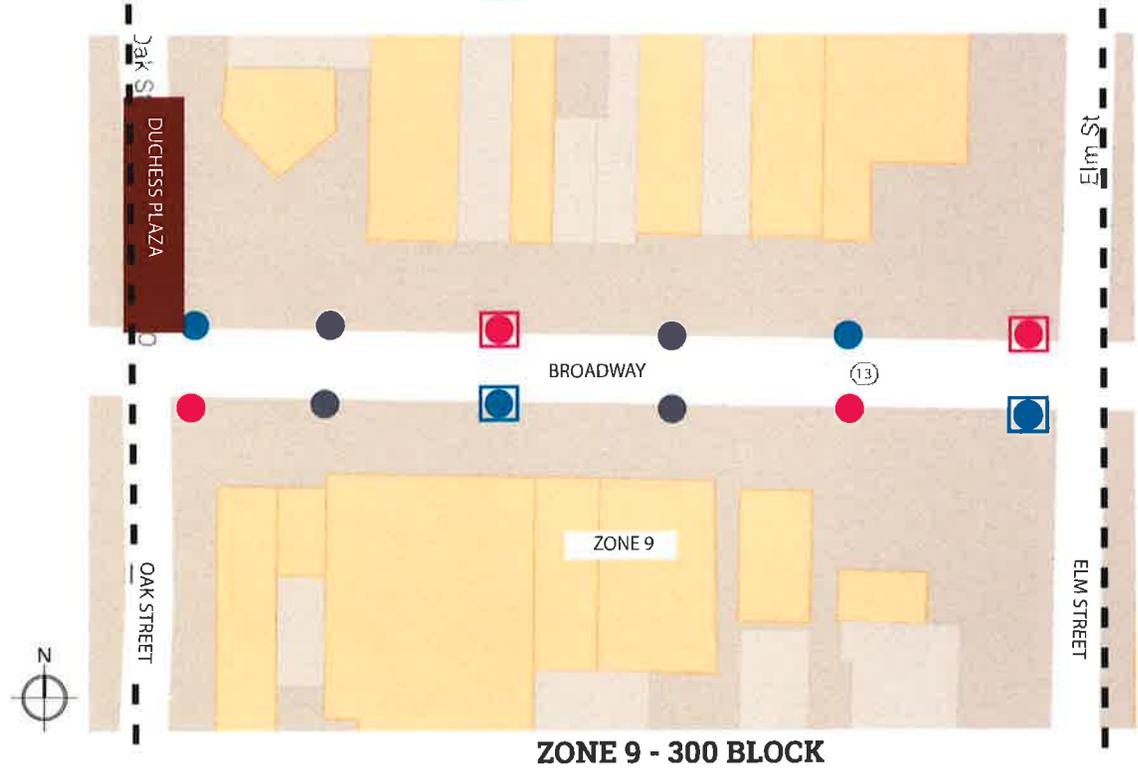
SET #1
QUANTITY = 4



SET #2
QUANTITY = 4

ZONE 7: 300 BLOCK
 BANNER QUANTITY = 8
 POLE QUANTITY = 12

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



ZONE 9 - 300 BLOCK

MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 10 - 400 BLOCK

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



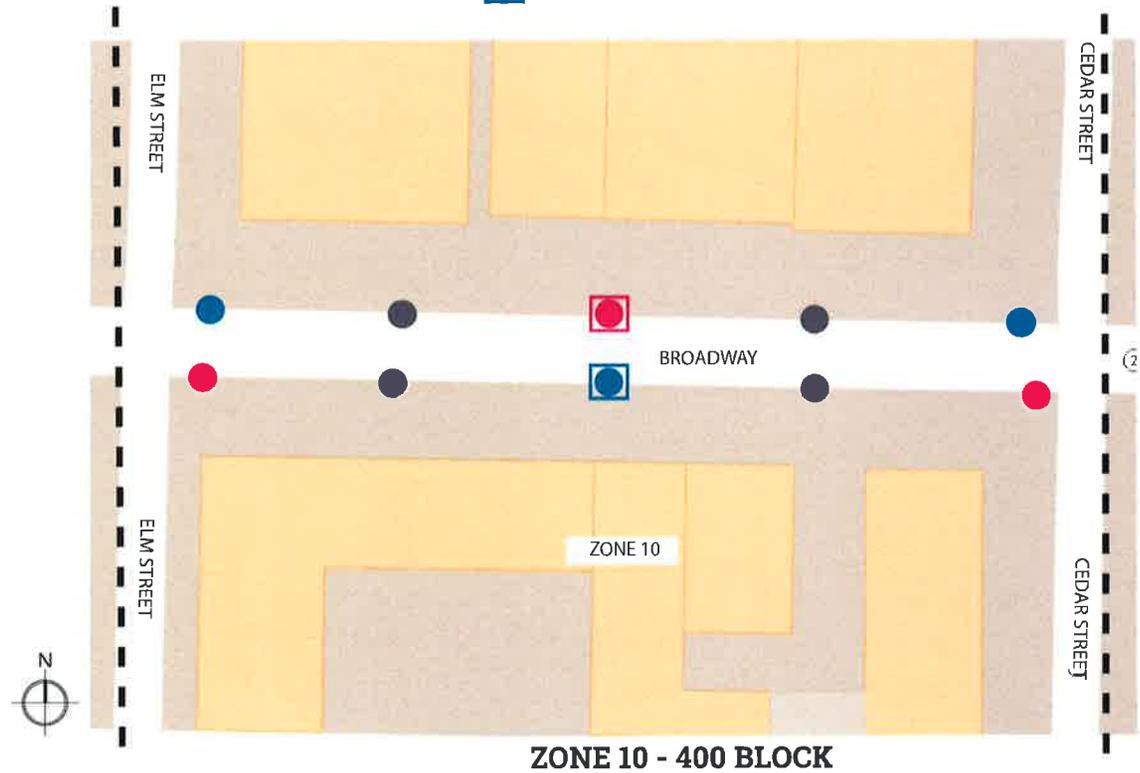
SET #1
QUANTITY = 4



SET #2
QUANTITY = 2

ZONE 8: 400 BLOCK
 BANNER QUANTITY = 6
 POLE QUANTITY = 10

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST

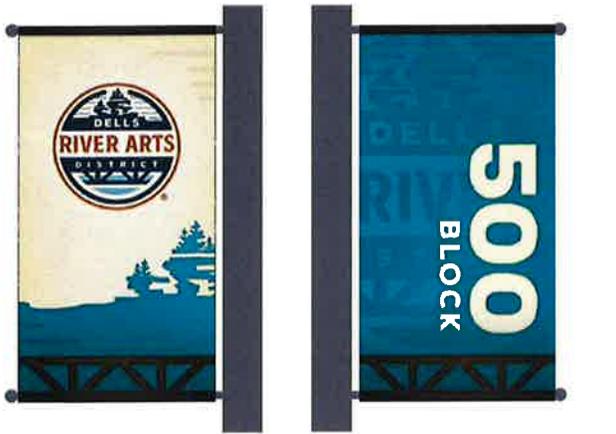


MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 11 - 500 BLOCK

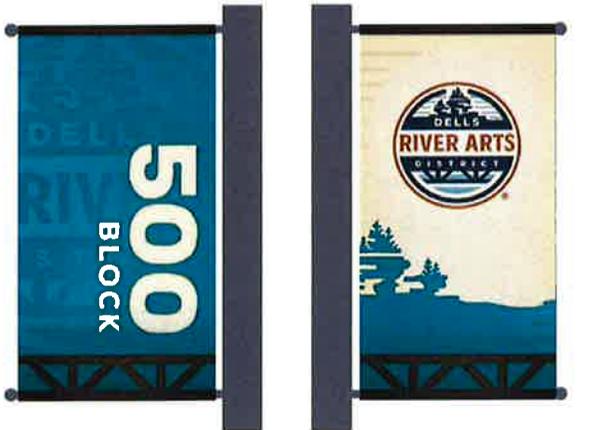
ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
 3/4" = 1'-0" 0' 1' 16"

ELEVATION: BACK
 3/4" = 1'-0" 0' 1' 16"

SET #1
QUANTITY = 3



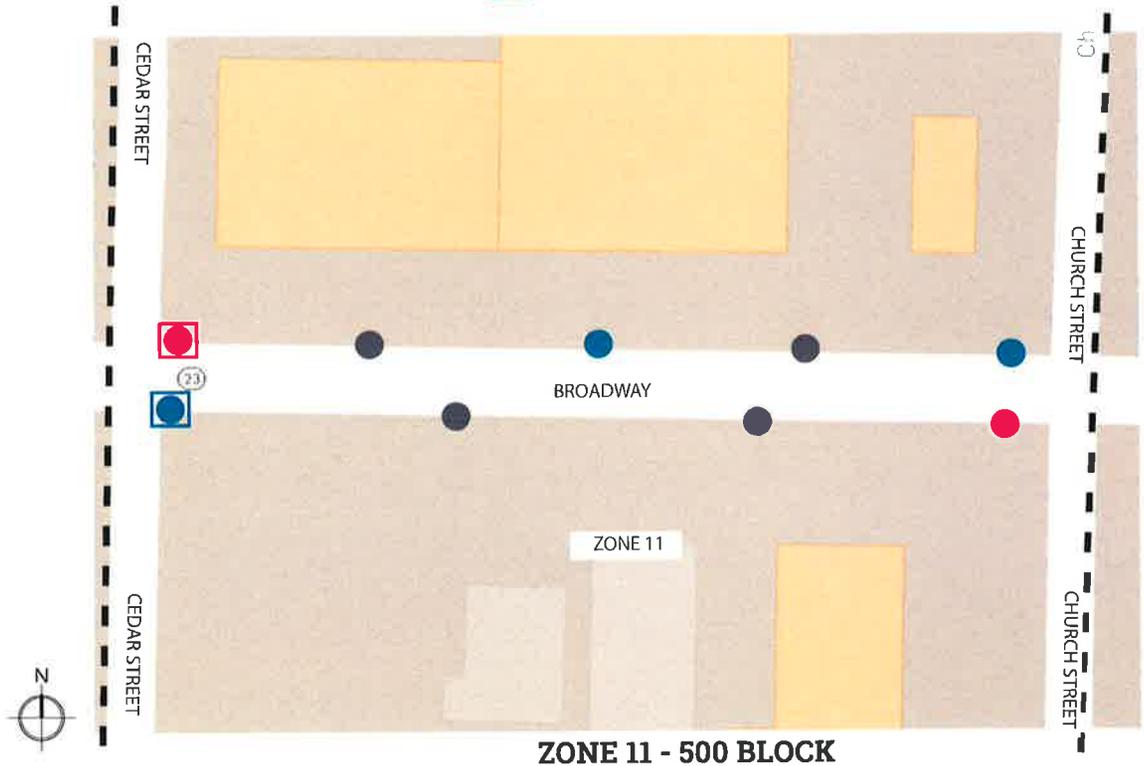
ELEVATION: FRONT
 3/4" = 1'-0" 0' 1' 16"

ELEVATION: BACK
 3/4" = 1'-0" 0' 1' 16"

SET #2
QUANTITY = 2

ZONE 11: 500 BLOCK
 BANNER QUANTITY = 5
 POLE QUANTITY = 9

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



ZONE 11 - 500 BLOCK

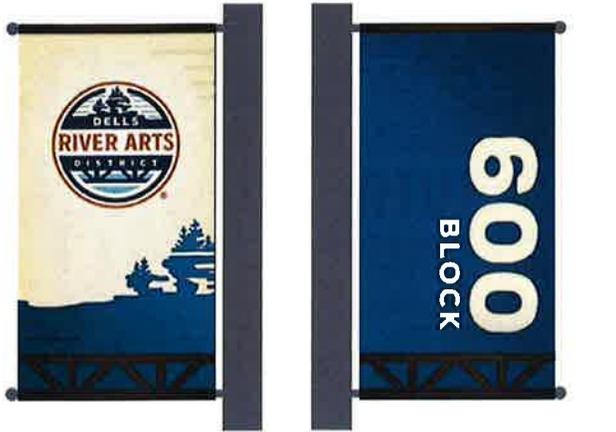
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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 12 - 600 BLOCK

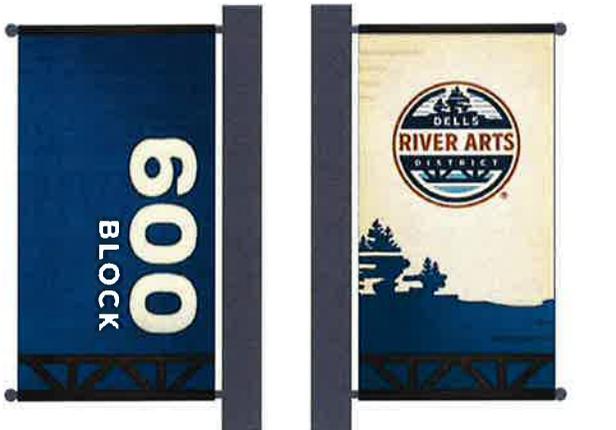
ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
 3/4" = 1'-0" 0' 116"

ELEVATION: BACK
 3/4" = 1'-0" 0' 116"

SET #1
QUANTITY = 2



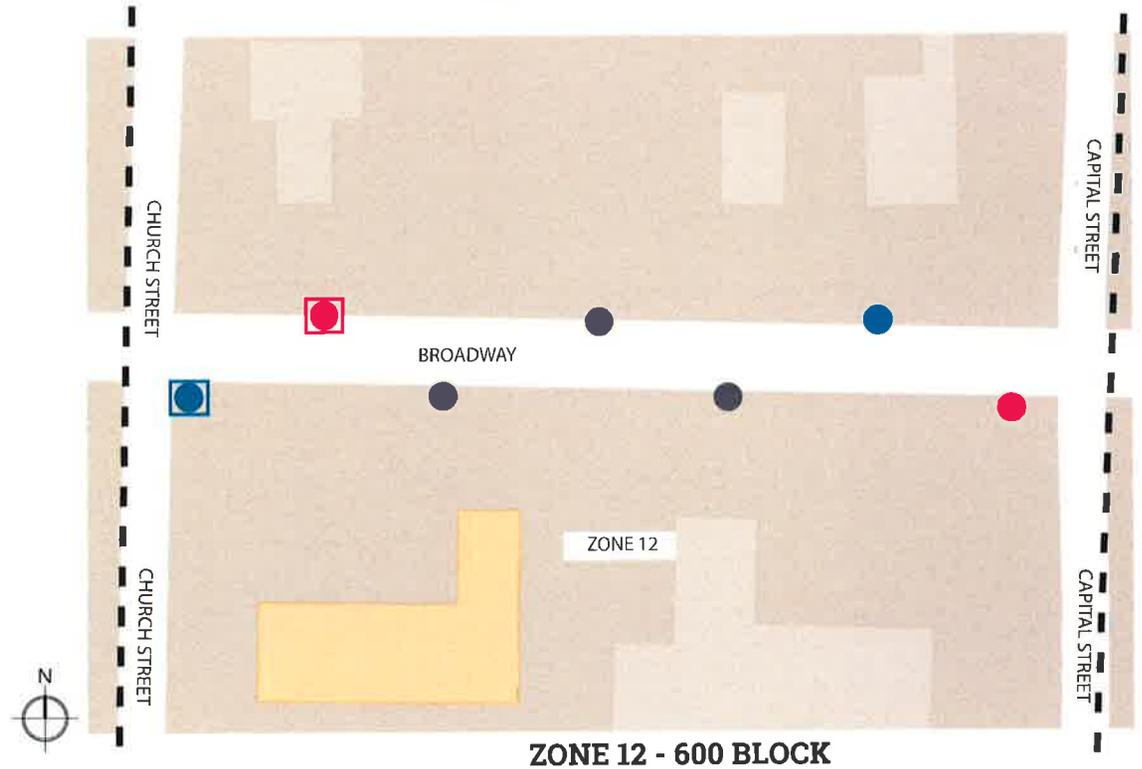
ELEVATION: FRONT
 3/4" = 1'-0" 0' 116"

ELEVATION: BACK
 3/4" = 1'-0" 0' 116"

SET #2
QUANTITY = 2

ZONE 12: 600 BLOCK
 BANNER QUANTITY = 4
 POLE QUANTITY = 7

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 13 - 700 BLOCK WELCOME

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
 3/4" = 1'-0" 0' 16"

ELEVATION: BACK
 3/4" = 1'-0" 0' 16"

SET #1
QUANTITY = 2



ELEVATION: FRONT
 3/4" = 1'-0" 0' 16"

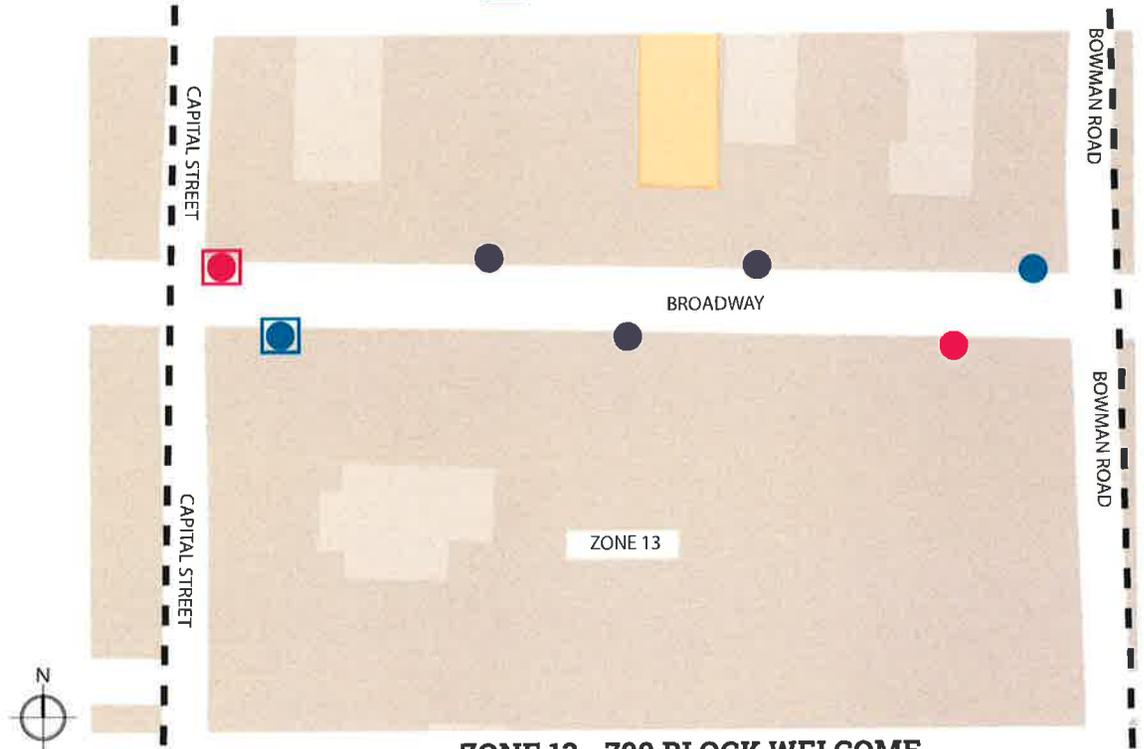
ELEVATION: BACK
 3/4" = 1'-0" 0' 16"

SET #2
QUANTITY = 2

ZONE 13: WELCOME BLOCK

BANNER QUANTITY = 4
 POLE QUANTITY = 7

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



ZONE 13 - 700 BLOCK WELCOME

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MASTER DESIGN

17-WDE-004

CLIENT: CITY OF WISCONSIN DELLS
 DESCRIPTION: ZONE 14 - ENTRY FROM HIGHWAY 16

ZEBRADOG
 DYNAMIC ENVIRONMENT DESIGN



ELEVATION: FRONT
 3/4" = 1'-0" 0' 1' 16"

ELEVATION: BACK
 3/4" = 1'-0" 0' 1' 16"

SET #1
QUANTITY = 5



ELEVATION: FRONT
 3/4" = 1'-0" 0' 1' 16"

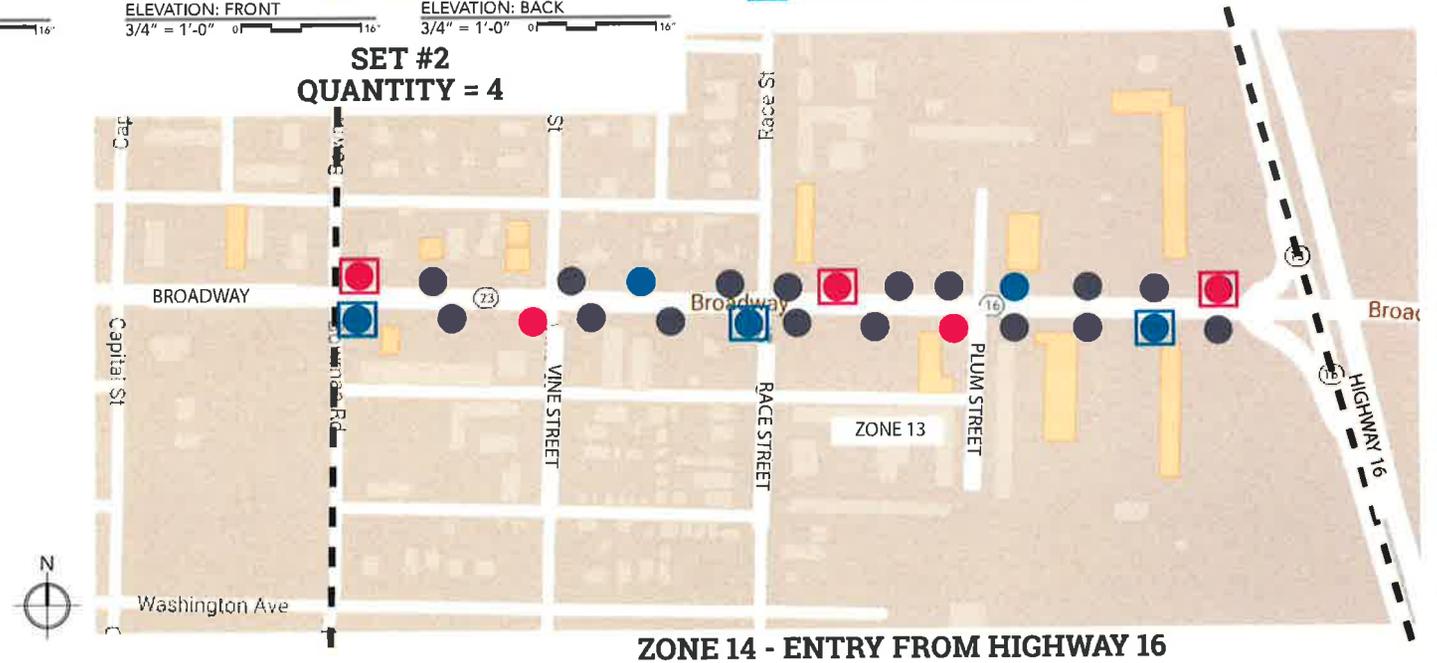
ELEVATION: BACK
 3/4" = 1'-0" 0' 1' 16"

SET #2
QUANTITY = 4

ZONE 14: ENTRY FROM HIGHWAY 16

BANNER QUANTITY = 10
 POLE QUANTITY = 26

- POLE - NO BANNERS (RESERVE FOR SEASONAL EVENTS)
- POLE WITH SET 1 FRONT FACING WEST
- POLE WITH SET 1 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING EAST
- POLE WITH SET 2 FRONT FACING WEST



ZONE 14 - ENTRY FROM HIGHWAY 16

HISTORY

The City of Wisconsin Dells has asked Zebradog (ZD) to provide a scope of services for fabricating and installing the banner program presented July 19, 2017 (See page 2 for a reference). This document summarizes the remaining scope of work related to implementing the new banner program throughout the Dells River Arts District.

5 DELIVER

IMPLEMENTATION PHASE

During the DELIVER phase, we guide the progress of the work and facilitate any changes that may be required by managing the integration process to determine that the project is being installed according to the plans and specifications and meeting desired design intent. All physical items are produced and installed. Upon completion of this phase, we thoroughly inspect the project to ensure that it has been completed according to the desired design direction and specifications. Punch lists are developed (as needed) to allow for resolution of any outstanding gaps in functionality, errors in fabrication, performance issues and overall quality concerns.

SCOPE / GOALS

- One (1) on site meetings with client to finalize all content and locations for banners with client
- One (1/2) day on site to field verify final site conditions / prep for integration
- Finalize construction documentation and rebid as necessary
- Finalize fabrication and installation budget
- One (1) on site meeting with selected vendor to walk through scope and placement of banners
- Review / approve material/ color samples
- Print / produce graphics - pricing is based on Rainbow's quote for pressure sensitive vinyl
- Schedule installation
- Supervise installations - one (1) day on site

TIMELINE: 3-4 MONTHS

PROPOSAL

9 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Banner Fabrication & Installation | Chris Tollaksen - (608) 253-2542

DELIVERABLES

- Online meetings, site visits, vendor meetings (as needed)
- Fabrication and installation of banners

NOT INCLUDED

- The client will provide the necessary contract documentation required for open bidding
- The client will publish the necessary bid notices
- Coordination with WI DOT to acquire state approval to be done by others



Pricing based on the signage design above. Final copy is pending.

PROPOSAL

9 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Banner Fabrication & Installation | Chris Tollaksen - (608) 253-2542

Wisconsin Dells Banners-ZD to Procure Banners and Project Manage						
Item #	Exhibit	Description	Qty	Fabrication & Installation (includes 25% markup)	High Resolution Production, Content Procurement & Production Management	Total Production, PM Fabrication & Installation
1	Banner Program	high resolution art for 8 unique designs and 3 different sizes	1	0	12,825	\$12,825
		fabrication and installation of 27" x 54" pressure sensitive vinyl to existing aluminum banners	80	25,000	0	\$25,000
				25,000	12,825	\$37,825
	Misc.	1/2 day onsite to review final locations- 2 ZD staff members	1		1,200	\$1,200
		1 day onsite to supervise installation	1		1,200	\$1,200
		mileage - 4 trips			264	\$264
					2,664	\$2,664
	Total Fabrication & Installation			\$25,000	\$15,489	\$40,489

PROPOSAL

9 OCTOBER 2017 | CITY OF WISCONSIN DELLS | Banner Fabrication & Installation | Chris Tollaksen - (608) 253-2542

SUMMARY / SCOPE OF WORK

DELIVER (IMPLEMENTATION PHASE)

\$40,489

(Anticipated expenses included in the total above)

PAYMENT TERMS

- A 25% down payment will be charged at project inception. Remaining fees will be billed monthly as incurred.
- Changes to scope may result in adjustment of fees and a scope revision.
- Sales tax not included (if applicable).
- ALL INVOICES ARE DUE NET 30 DAYS FROM DATE ISSUED.



9 OCT 2017

SUBMITTED: MARK SCHMITZ, ZEBRADOG

ACCEPTED (PLEASE SIGN AND DATE)