

BID Committee
April 5, 2017

Attending: Kelli Trumble; chairwoman	Thad Meister; Parks and Recreation
Kevin Ricks; BID	Dave Leifer; City Compliance Officer
Dan Gavinski; BID	Jenifer Dobbs; WDVCB
Jesse DeFosse; BID	Brian Holzem
Kyler Royston; BID	Ed Legge; Dells Events
Mark Sweet; BID	
Chris Tollaksen; Public Works	

Meeting called to order by Chairwoman Kelli Trumble.
Motion made by Jesse DeFosse to approve March 22 minutes. Seconded by Kyler Royston.
Approved.

DRAD TRADEMARK AND LICENSING:

Development of a program for use of the Dells River Arts District name and logo was discussed. The main objective previously agreed was to encourage its use so the brand can be seen by as wide an audience as possible. It was also agreed that the DRAD Brand and Style Guide be the determining factor whenever questions arise about use of the trademark. Having the Guide provides control over what merchandise is approved.

To encourage its use, Dan Gavinski recommended setting a low one-time fee paid by the retailer. He also recommended that Sports Impressions be the preferred, semi-exclusive, local wholesale apparel source for use of the DRAD trademark. Sports Impressions also works with other vendors who offer a wide variety of promotional products. The subject of royalties was discussed and tabled for now. Dan Gavinski made a motion that a one time fee of \$75 for use of the DRAD trademark and logo be established for retailers and that a fee of \$200 total for a period of two years be set for Sports Impressions to be the semi-exclusive wholesale source for DRAD apparel. Motion second by Kevin Ricks. Approved unanimously with Kyler Royston abstaining.

Dan recommended that a hard copy of the Brand and Style Guide be given out with an application to retailers. City Attorney Joe Hasler will be consulted as an application will be developed. It was suggested that the application indicate that requests to use the logo are subject to review.

PARKS AND RECREATION DEPT. DRAD CLEANING:

Thad Meister reviewed areas in the DRAD currently being cleaned and maintained by Parks and Recreation Dept. staff. Public areas by the railroad bridge, Eddy St. bump out, Boat landing and boat launch as well as the River Walk are under their supervision.

RARE BARREL AFFAIR:

500 tickets were sold for the April 1 event held at Swan Barn Door. Jenifer Dobbs reported excellent feedback from ticket holders with potential to grow next year.

CHAIR REPORTS:

Kelli asked for committee assistance to remain current in providing information for the DRAD website. Information was received from PCMG to setup a downtown WiFi program. Chris Tollaksen said that city wide WiFi had already been determined by the city not to be cost effective and was rejected. The city is looking at establishing a downtown WiFi area to access downtown information.

ROTARY/ ILLINOIS AVENUE BANNERS:

The Rotary remains interested in putting its \$1600 grant money towards new banners at the Illinois Avenue bridge. They have also expressed interest in future downtown projects.

AGENDA: APRIL 19 MEETING:

Ordinance compliance issues and expectations to be discussed with Dave Leifer; review of DRAD Trademark application form, other topics to be determined.

Dan Gavinski moved to adjourn. Second by Jesse DeFosse. Approved.