

**BID Committee  
March 8, 2017**

**Attending: Kelli Trumble; chairwoman  
Dan Gavinski; BID  
Justin Draper; BID  
Kyler Royston; BID  
Jesse DeFosse; BID  
Mark Sweet; BID**

**Chris Tollaksen; Public Works  
Brian Holzem  
Jenifer Dobbs; WDVCB  
Tom Turbett**

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

**Motion to approve February 22 minutes made by Jesse DeFosse. Second by Kyler Royston. Approved.**

**DRAD TRADEMARK and LICENSING:**

**Dan Gavinski laid out topics for consideration.**

**(1) What,if any fee structure should be established for use of the Dells River Arts District name and logo? Should there be a fee for local retailer use and another for wholesale usage?**

**(2) Should BID enter into an exclusive agreement with a local wholesale business as one way to oversee appropriate use of the name and logo.**

**(3) What,if any standards, should be established for non-merchandise usage of the name and logo.**

**Discussion of those three talking points found consensus on the following:**

**(1) The goal is to encourage usage of the DRAD name and logo to start creating an identity with the brand.**

**(2) Controls need to be established from the start. The approved DRAD Brand Book and Style Guide and Standards are crucial in putting those controls in operation.**

**(3) Fee structure should be reasonable, in particular to encourage retailers to move merchandising ideas forward.**

**(4) Whenever possible, BID would like to work with local businesses to develop the marketing of the logo.**

**Proposed fees, application process and controls will be discussed further at March 22 meeting.**

**Development of an application form for DRAD logo use will also be discussed.**

**ORDINANCE ENFORCEMENT PRIORITIES:**

**Justin Draper met with the city's Ordinance Compliance officer, Dave Leifer. Site locations of bicycle racks to be purchased were reviewed. None will be located on Broadway and most will be within a half block.**

**Dan raised concerns about regular cleanliness of city parking lots and other public areas. Suggestion was made to raise these concerns with the Parking Board and Public Works Committee. Other priorities noted were to monitor cleanliness of the new Cafe Zones, cleanliness in front of private businesses, enforcement of ordinances regarding open window space, monitoring hanging of merchandise outside of storefronts, cleanliness of alleys and appropriate use of the DRAD logo. Committee was encouraged to submit priorities for Dave Leifer's attention to Justin.**

**PARKING BOARD PRIORITIES:**

**The following items were recommended for the Parking Board to consider:**

**(1) Cleanliness of city parking lots**

**(2) Off season parking stickers for Fall 2017.**

**(3) Active participation in the Way Finding program as it moves forward.**

**(4) Elimination of overnight parking fines.**

**WINE WALK:**

**The April 28 event sold out in nine hours. Seventeen businesses are scheduled to participate. It is apparent that public demand indicates that increasing the size of the event in 2018 needs to be looked at. Aside from any public safety concerns, the biggest issue would be the increased cost of appetizers for businesses who participate would incur at a larger event. The majority of attendees stay overnight. Jesse DeFosse suggested that the organizing committee consider a fee increase for tickets which could be used as a way to defray some of the increased costs businesses would incur. Another suggestion was to**

**reduce or eliminate the registration fee for businesses. The goal of both proposals would be to get more retail stores to participate.**

**200 BLOCK / BENCHES:**

**Chris Tollaksen reported that the committee's first choice on the bench color ( Natina) galvanized treatment is no longer available. Committee consensus was to match the grey metal color being used for the tables and chairs in the Cafe Zones. Chris will be ordering the benches, as approved.**

**CHAIRWOMAN REPORTS:**

**The DRAD website is now operational. The Dells Tourism Development website which was established early in the redevelopment process will expire its hosting contract in August. Rather than renew, it was recommended that discussions begin to look at meshing information from that website into the DRAD site.**

**At present,there are no candidates for a BID internship position. Becca Fredericksen,last year's intern is available for three weeks this spring, however the committee felt that amount of time is insufficient for the tasks at hand.**

**The BID Committee asked Zebra Dog to prepare a banner program for the DRAD. A proposal was provided for the design development and detail for the banner program. The proposal does not include the expense for the fabrication and installation of banners.This would replace the existing festival banners. If completed, the banners would jump start the Way Finding program scheduled to commence next year. Financing has not been firmly established yet. Visual ideas will be presented at the March 22 meeting so that the committee can continue the discussion on the proposal.**

**The Parks and Recreation Department asked for permission to use the DRAD logo as it changes city park signs. Consensus approval was given to the Parks and Recreation Dept. to move ahead with their plans.**

**Justin Draper moved to adjourn. Second by Kyler Royston. Approved.**