

**BID Committee  
May 17, 2017**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Jim Decker</b>	<b>Ed Legge; Dells Events</b>
<b>Kevin Ricks; BID</b>	<b>Ben Anderson</b>	
<b>Kyler Royston; BID</b>	<b>Corena Ricks</b>	
<b>Dan Gavinski; BID</b>	<b>Brian Holism</b>	
<b>Justin Draper; BID</b>	<b>Eric Helland</b>	
<b>Mark Sweet; BID</b>	<b>Ed Fox</b>	
<b>Chris Tollaksen; Public Works</b>	<b>Jenifer Dobbs; WDVCB</b>	

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

**Motion to approve the May 3 minutes made by Dan Gavinski. Second by Kevin Ricks. Approved.**

**TRADEMARK LICENSING APPLICATION / AGREEMENT:**

**Application form for trademark use of the Dells River Arts District name and logo graphics was reviewed. The applicant would pay a \$75 fee upon execution of the agreement. Applicant must abide by the DRAD Brand Book and Style Guide. Agreement is for one year.**

**Also reviewed was contract with Sports Impressions to grant permission for creation, manufacture and marketing of articles, products and merchandise bearing the DRAD name and logo. This agreement includes Dells River Arts District apparel. Terms of the contract are for 2 years at a one time royalty payment of \$200 upon execution of the agreement.**

**Dan Gavinski made a motion to approve the application form and Sports Impressions agreement. Second by Kevin Ricks. Approved with Kyler Royston abstaining.**

**COHESIVE BRANDING DISCUSSION:**

**Kevin and Corena Ricks received favorable reaction to their branding presentation from the River Arts Committee. The presentation will be made to the Design Review Committee today. Moving forward it was recommended to seek support from local service clubs prior to considering a public session to introduce the branding concept and plan to the public. The presentation is now focused on a blueprint for projects to incorporate themes of history, fun and the river. Artistic mediums to be used would include metal, wood, glass, rocks and paint. A project which can utilize at least two of the themes and two of the mediums should fit within the vision of the brand to help unify the Dells River Arts District.**

**BLOCK BANNER PROGRAM:**

**As work on the cohesive branding develops, the plans presented by Zebra Dog for the street block banners earlier this year should be considered. Though implementation will not take place until 2018, design of the banners can take place during the next months. The time frame offers an opportunity to coordinate these efforts.**

**CHAIR UPDATES:**

**The opening of the Farmers Market went well and vendors reported good sales.**

**The BID Parking sub-committee was asked to work directly with the Parking Board to formulate a plan for off season parking stickers or replacements.**

**AGENDA: MAY 31 MEETING:**

**Agenda items will include Cohesive Branding, Wine Walk, 4th of July Celebration and other items to be determined.**

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