



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, June 14, 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 May 17, 2017 Meeting Minutes (attached) | |
| 3. July 4, 2017 Festivities | Kyler Royston |
| 4. Presentation/Discussion - Badgerland Pyrotechnics | Garrett Wilson |
| 5. Update/Decisions - Farmers' Market and Manager (attachments) | Kyler Royston |
| 6. Continued Discussion - Cohesive Branding | Kevin Ricks |
| 7. Discussion – 2017 BID Priorities; Preliminary 2018 Priorities | All |
| 8. Update - 2018 Wine Walk | Mark Sweet |
| 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: June 8, 2017

Upcoming BID Meetings:

- Wednesday, June 28 2017 at 8:30am
- Wednesday, July 12, 2017 at 8:30am

**BID Committee
May 17, 2017**

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

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.

**Dells River Arts District Farmers' Market Manager
Position Description**

ITEM 5

The Market Manager is the “go-to” person for consumers and vendors; oversees the Farmers' Market operations; and is a key role in supporting the missions and goals of the Dells River Arts District Farmers' Market. This is a part-time position. Hours will fluctuate based on seasonal needs.

Responsibilities:

- Maintain accurate records and documentation
 - Producer/vendor membership status
 - Vendor attendance and payments
 - Copies of vendor certifications, licenses, and other required documentation
 - Consumer attendance
- Plan market events like consumer education, cooking demonstrations, educational programming, and activities with children
- Coordinate volunteers
- Responsible for collecting daily vendor fees
- Prepare market site and set-up assistance to vendors, volunteers, and entertainment
- Set up market information table with appropriate marketing supplies on the day of market
- Enforce market rules
- Follow-up communication with area businesses, community organizations, police, and/or whoever provides assistance to the market
- Serve as primary contact for potential new vendors seeking to submit applications
- Foster community support for the market
- Report to the Farmers' Market subcommittee
 - Annual vendor and consumer database comparatives
 - Creative ideas for future events
 - Feedback on markets
 - Other information as needed
- Respond to market inquiries
- Maintain positive public relations

Qualifications:

- Experience with program coordination, event planning, and community building and marketing activities
- Knowledge of the geographic area we serve
- Driver's license and reliable transportation
- Able to travel
- Work independently as well as inter-dependently with a team
- Willing to participate in media interviews and events
- Proven success in writing grant proposals and experience in fundraising is desired but not required
- Able to lift 50 lbs. and stand for long periods of time outdoors in all weather elements

Skill set

- Able to assess conflict resolution with vendors in a positive manner
- Able to effectively communicate both verbally and written
- Self-motivated and able to work independently
- Effective and efficient time management
- Able to accept direction from Farmers' Market subcommittee

June 2016

draft 6.8.2017

Market Manager Contract (Job Description)

The Market Manager operates under the supervision of the Dells Farmers Market Subcommittee (DFMS), a subcommittee of the Business Improvement District (BID).

The Market Manager reports to the DFM Subcommittee. The manager works closely with the DFM Subcommittee to manage the weekly Farmers Market, Market entertainment, and responds to issues that arise during the course of operations.

Specific responsibilities of the Market Manager include the following:

MARKET MANAGEMENT RESPONSIBILITIES

Vendors:

- Oversee the vendor application process including fielding phone calls from prospective vendors, determining vendor eligibility, processing applications and fees, process & approve stall reservations and maintaining written records, copies of applications, etc.
- Develop the best possible vendor mix for the market by balancing farm and prepared food Vendors, per Market guidelines.
- Maintain wait list for vendors & fill as openings occur.
- Create and maintain the Market Stall Assignments, Map and vendor stall assignments on a weekly basis.
- Contact DATCP with questions about food processing rules and regulations/certifications needed for vendors
- Ensure that all vendors have secured the required permits. Insure they follow market procedures and market rules
- Maintain positive, non-discriminatory relations with market vendors.
- Manage requests from not-for-profits to participate at markets.
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Budget & Finances:

- Manage monetary intake of weekly/part-time vendors and ensure the money is turned in at the City Municipal Building.
- Submit all market expenses to the City at the Municipal Building

Social Media:

- Promote weekly market vendors and create market events on Facebook
- Request any changes to the website to the DFM Subcommittee

Maintain Written Records of:

- Vendor documents – application, contract, permits
- Keep current vendor permits and insurance certificates on file
- Issues or problems with vendors or customers.

Maintain Written Records of:

- The logistics of the Market Manager job, such as hours worked, and on what.
- Approximate counts of market attendance

Develop and maintain good relationships with:

- Local community organizations and businesses
- Market vendors and shoppers

RESPONSIBILITIES FOR MARKET DAY

- Put market signs / billboards out on Sunday before Market or find a volunteer who can in absence
- Be on site from approximately 7:00/30 am until 1:00/30 pm each Sunday
- Take down signs, road blocks, and other Market day items at the end of the market.
- Ensure that all equipment is stored and locked
- Create site layout and assign vendor placement.
- Supervise events, entertainers.
- Enforce Market Procedures and Rules. Be aware of public safety.
- Oversee vendor loading and unloading of vehicles
- Handle emergencies, complaints, and customer requests.
- Contact police department on morning of market if unauthorized vehicles need to be towed.
- Collect stall fees from daily vendors.
- Perform closing duties at end of day, including storing any signage, equipment and Market supplies

MARKETING & OUTREACH RESPONSIBILITIES

- The Market Manager is responsible for promoting the Farmers Market on a weekly and general basis.
- Act as primary contact for the Dells Farmers Market with the vendors and DFM Subcommittee
- Actively recruit new vendors with emphasis on local farmers, following market guidelines
- Recruit live entertainment within budget
- Post market activities & dates on appropriate social media

draft 6.7.2017

Market Manager Contract

This position is an “at will” contract and Either party may end the contract at any time with written notice.

I (Market Manager) agree to the following:

- To be paid a starting hourly wage **fee** of \$13/hour, payable bi-weekly
- To work an average of 9 hours per week or less (unless given advance approval of the DFM Subcommittee) from May through October 10th for the purpose of managing the Dells Farmers Market on Sundays and all related work necessary for the continued operation of the market.
- To use my own vehicle for the transportation of market equipment and materials when necessary I agree to carry my own liability insurance on the vehicle in use for the market.
- I agree to hold all market business in strict confidence and will not directly or indirectly disclose or use any Confidential Information, except as required in the performance of my duties as Market Manager.
- I agree to turn in all vendor application materials to the City Municipal Office at the end of the Market season (NLT October 10th).
- Request reimbursement for approved expenses (i.e. stamps for vendor mailings and market related materials.) All travel is to be approved in advance by the DFM Subcommittee.

This agreement is entered into on _____ of June, 2017.

**Dells Farmers Market Subcommittee
Businesses Improvement District**

Market Manager