

1 the best utilization of the previously mentioned funds to conduct a “soft opening” at the
2 beginning of the season in 2015 and then plan a huge “grand opening” celebration after all
3 the work on the Beach Project has been completed. Examples of small scale activities
4 which could still be conducted in the pavilion include “meet and greets” with members of
5 pro, semi-pro or college sports teams, plays and theatrical performances, All Star Wrestling
6 matches, magic shows, dog shows, cartoon and movie viewings, and/or a fashion show(s).
7 The Sports Complex could also be utilized for events requiring more room, like a
8 strongman show, a logging competition, dog sledding competitions, or a construction
9 equipment trade show.

10
11 *The Committee members respectfully requested that this issue be referred back to the*
12 *Village Board for advisement ASAP.*

13
14 John Nelson of *Door Guide Publishing* indicated that he does marketing for a number of
15 local businesses and also produces the “Go Guide” and the “Door County Dining Guide”.
16 For some time he and Lars Johnson have been discussing the possibility of conducting
17 some type of activity which will draw people to the Village during the two weekends after
18 Thanksgiving. To that end, they would like to create a pavilion with a stage on the lot next
19 to Al Johnson’s and open “Sister Bay’s Christmas Market”. The challenge will be to create
20 something that is “cool” and “good quality”. In order for he and Johnson’s concept to
21 come to fruition a unique brand for the event would need to be created. The Committee
22 members indicated that they believe Johnson and Nelson have a very good idea, but
23 pointed out that by November of 2015 work will have commenced on the Bay Shore Drive
24 Reconstruction Project and detours will be in effect.

25
26 **Item No. 1. Discussion regarding parking and wristbanding for festivals and special**
27 **events; Consider a motion for action if necessary:**

28 *It was the consensus that this issue shall be referred to the Parks Committee.*

29
30 **Item No. 2. Discussion regarding creation of a detour map and doing marketing during**
31 **the time period when work is done on the Bay Shore Drive Reconstruction Project:**

32 A draft of a simple detour map was included in the meeting packets, and the Committee
33 members jointly reviewed that document. When work was done on the Utilities Project a
34 more complex map was created. That map focused on the location of businesses within
35 the construction zone. There were complaints that some businesses had been omitted from
36 the map, so it was redone and general business location signage was also created.
37 Complaints were then received that the second map was too cluttered and difficult to
38 understand. There has not been any money budgeted for creation of such a map, and the
39 Village really doesn’t have a responsibility to create one. It was eventually the consensus
40 that since the Village doesn’t have a responsibility to create a detour map, that shall not
41 occur. Clear and concise detour signage will be erected by the Village, and if the SBAA
42 Board of Directors determines that such a map is necessary they could see that one is
43 created.

44
45 *A motion was made by Solomon, seconded by Enquist that the Village shall see that clear*
46 *and concise detour signage which pertains to the 2015/2016 Highway Reconstruction*
47 *Project is created and erected throughout the detour zone, but the issue of whether or not*
48 *a detour map shall be created will lie with the SBAA Board of Directors. Motion carried –*
49 *All ayes.*

1
2 *The suggestion was made that renderings of completed projects be placed at construction*
3 *sites throughout the Village, and it was the consensus that this issue shall be addressed at*
4 *the next meeting of the Marketing Committee.*

5
6 **Item No. 4. Discussion regarding goal/expectation setting for the SBAA and the Village**
7 **on activities; Consider a motion for action if necessary:**

8 *The Village provides annual support to the SBAA, but at the present time there are no*
9 *written directives regarding goals or expectations for the SBAA or the Village. Village*
10 *officials believe such a document would be very useful tool for both entities. A copy of an*
11 *Operating Agreement which was entered into between another municipality and a local*
12 *business association was included in the meeting packets and the Committee members*
13 *jointly reviewed that document. Funkhouser was asked to prepare a similar Operating*
14 *Agreement and see that it is forwarded to Jackson, who will prepare written comments and*
15 *make recommendations for amendments. All applicable documents will be included in the*
16 *packets for the next meeting of the Marketing Committee.*

17
18 **Item No. 5. Discussion regarding tented events and promotion of Waterfront Park for**
19 **weddings and other special events; Consider a motion to refer to the appropriate**
20 **committee for action:**

21 *A motion was made Solomon, seconded by Enquist that Agenda Item No. 5 – Discussion*
22 *regarding tented events and promotion of Waterfront Park for weddings and other special*
23 *events shall be tabled until the next meeting of the Marketing Committee. Motion carried –*
24 *All ayes.*

25
26 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or**
27 **referred to a committee, official or employee:**

28 *The Committee members indicated that it would be very helpful if a regular monthly*
29 *meeting date were to be established, and it was the consensus that the Marketing*
30 *Committee shall meet on the third Tuesday of every month at 3:00 P.M.*

31
32 *It was also the consensus that the following issues shall be referred to a committee, official*
33 *or employee:*

- 34 • *The members of the Village Board shall be asked to provide direction regarding the*
35 *preferred course of action with respect to marketing for 2015.*
- 36 • *Placement of renderings of completed projects at construction sites shall be*
37 *addressed at the next meeting of the Marketing Committee.*

38
39 **Adjournment:**

40 *A motion was made by Enquist, seconded by Funkhouser to adjourn the meeting of the*
41 *Marketing Committee at 11:10 A.M. Motion carried – All ayes.*

42
43 Respectfully submitted,

44 

45 Janal Suppanz, Administrative Assistant