

1 which is a phenomenal show, and the “Golden Dragon Acrobats” are also possibilities. If
2 Village officials decide that they would like to present a comedy theater piece she would
3 suggest “Two-and-a-Half Belgians”, which is a story about how the Frosty Tip in Dykesville
4 came to be, or “The Capital Steps”. Other options would be to present a “Light Wire
5 Theater” show, have well known authors speak and do book signings, or conduct “Mind,
6 Body and Spirit”, “Art On The Wild Side” and “Paint Me A Song” workshops. It appears
7 that “Big Top Chautauqua” and Robert Cray are interested in coming to Door County this
8 summer. Cray is available from June 12 through 14, 2015 and “Big Top Chautauqua” has a
9 few dates available. Both acts have a tremendous following but are more costly. Lundahl
10 noted that she has found that large corporations may be interested in sponsoring some or
11 all of the previously mentioned programs. She also stated that it’s imperative that Village
12 officials “brand” the Performance Pavilion and create a “tag line” for it ASAP. If the Village
13 decides to hire Lundahl she would recommend that ten shows as well as some workshops
14 be scheduled during the upcoming “season”. She would handle all the bookings, address
15 any and all logistical issues associated with the shows, see that set-up and tear-down is
16 done, and ensure that a wide variety of marketing is done. She would require that Village
17 officials execute a one year contract which contains the same provisions as the contract
18 she entered into with the Egan Center, and her services would cost the Village between
19 \$15,000 and \$21,000.

20
21 The Committee members thanked Lundahl for taking the time to attend this meeting and
22 asked that she provide a copy of her contract with the Egan Center to Jackson ASAP.

23
24 Solomon noted that he firmly believes the Marketing Committee must “live within its
25 means”. He also believes that the Committee must spend the funds which were budgeted
26 this year responsibly, but also make a concerted effort to have some return on investment

27
28 Discussion took place regarding whether or not admission fees should be charged for
29 events taking place in the Performance Pavilion, and several of the Committee members
30 noted that it is their understanding that unless a well-known act is booked Village officials
31 do not want to charge admission fees as they want people to know that businesses are
32 open and accessible even though construction is going on. It was eventually the consensus
33 that whether or not admission fees should be charged is a decision which should be made
34 on a case by case basis after acts are actually booked. If admission fees are charged, it will
35 be necessary to install some type of fencing around the area(s) where the performance(s)
36 take place. The suggestion was made that people wishing to enter the fenced area(s),
37 which will allow close proximity to the stage, must pay a fee, but people wishing to watch
38 the show(s) from a distance could do so free of charge. Other options would be to solicit
39 sponsors, sell wristbands to those wishing to consume alcoholic beverages, charge for
40 parking or sell concessions on-site.

41
42 *A motion was made by Solomon, seconded by Bickford that the recommendation is made*
43 *to the Village Board that Terry Lundahl’s contract proposal shall be accepted, and in 2015*
44 *up to \$17,000 of Marketing Committee funds shall be appropriated to cover her services.*
45 *Motion carried – All ayes.*

46
47 **Item No. 1. Consider a motion to approve the purchase of an inflatable movie screen and**
48 **projector for the sum of not to exceed \$3,500; and consider the allocations which should**
49 **be made for programming:**

1 The Village and the SBAA are considering showing movies in the park during the
2 upcoming "season". If movies are to be displayed it will be necessary for a technician to
3 have access to a movie screen, projector and sound board. Neither the Village nor the
4 SBAA own any of the previously mentioned equipment, and, therefore, Jackson
5 investigated the portable movie screen, projector and sound board options which are
6 available, and presented specifications and cost estimates for those items. If the equipment
7 is purchased, representatives of some local groups have informed Jackson that they would
8 be interested in renting it. The SBAA Board of Directors does not have funds budgeted for
9 such a purchase, and, therefore, they asked Funkhouser to check on the equipment rental
10 options which are available. They will be addressing this issue further at their March
11 meeting. Funkhouser will advise Jackson of the Board's decision ASAP.

12
13 *A motion was made by Solomon, seconded by Enquist that Agenda Item No. 1 – Consider*
14 *a motion to approve the purchase of an inflatable movie screen and projector for the sum*
15 *of not to exceed \$3,500; and consider the allocations which should be made for*
16 *programming shall be tabled until the next meeting of the Marketing Committee.*

17
18 **Item No. 2. Consider a motion to allow private vendors to participate in events held on**
19 **Village owned property; and consider a motion to refer the matter to the Parks**
20 **Committee:**

21 For quite some time the regulation has been imposed that unless a private vendor from
22 outside Sister Bay has been issued a Facility Use Permit he or she will not be allowed to
23 sell goods at non-SBAA sanctioned events which are conducted on Village owned
24 properties. The organizers of "Midwest Sunsplash" have informed the members of the
25 Marketing Committee that they would like to invite Village business owners as well as a
26 number of vendors from outside the area to operate booths on the festival grounds, and the
27 members of the Committee believe a wide variety of product offerings will greatly enhance
28 that festival. This will also be the case if the Village sponsors any of the previously
29 mentioned shows, concerts or performances. Jackson noted that it would be possible to
30 charge outside vendors booth fees.

31
32 *A motion was made by Solomon, seconded by Enquist that the recommendation is made*
33 *to the Parks Committee that private vendors from outside the Village of Sister Bay be*
34 *allowed to participate in non-SBAA sanctioned events which are conducted on Village*
35 *owned properties. Motion carried – All ayes.*

36
37 *At 10:52 A.M. a brief recess was taken and the Committee reconvened at 11:01 A.M.*

38
39 **Item No. 5. Discussion regarding the proposed Operating Agreement between the Village**
40 **of Sister and the SBAA; and consider a motion for action if necessary:**

41 Yesterday the SBAA Board of Directors reviewed the proposed Operating Agreement
42 between the Village of Sister Bay and the SBAA. The Board members indicated that they
43 would like more time to carefully review the agreement, and the decision was eventually
44 made that the matter should be tabled until the March 5, 2015 meeting of the Board of
45 Directors. Several of the Board members voiced concerns about the legal ramifications of
46 some of the provisions of the agreement, especially the insurance indemnification clause.
47 Therefore, it is possible that an attorney may be retained to review the agreement and
48 provide an opinion regarding the preferred course of action. The suggestion was made that
49 Solomon attend the next SBAA Board of Directors Meeting and attempt to negotiate

1 mutually agreeable terms, and he agreed to do that. He did indicate that he would like to
2 have Jackson present during the negotiations, and Bickford indicated that won't be a
3 problem.

4
5 *A motion was made by Enquist, seconded by Solomon that Agenda Item No. 5 –*
6 *Discussion regarding the proposed Operating Agreement between the Village of Sister Bay*
7 *and the SBAA; and consider a motion for action if necessary, shall be tabled until the next*
8 *meeting of the Marketing Committee. Motion carried – All ayes.*

9
10 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or**
11 **referred to a committee, official or employee:**

12 It was the consensus that the following item shall be addressed at the next meeting of the
13 Marketing Committee:

- 14
15 • **Consider a motion to approve the purchase of an inflatable movie screen and**
16 **projector and consider allocations for programming.**

17
18 **Adjournment:**

19 *A motion was made by Bickford, seconded by Enquist to adjourn the meeting of the*
20 *Marketing Committee at 6:31 P.M. Motion carried – All ayes.*

21
22 Respectfully submitted,

23 

24 Janal Suppanz,
25 Assistant Administrator