



MARKETING COMMITTEE MEETING AGENDA

Thursday, December 11, 2014 at 8:30 a.m.

Sister Bay Fire Station 2258 Mill Road

For additional information check: www.sisterbaywi.gov

Call Meeting to Order

Deviations from the agenda order shown may occur.

Roll Call

1	Chair – Shane Solomon	<input type="checkbox"/>	2	Paige Funkhouser	<input type="checkbox"/>
3	Kathy Enquist	<input type="checkbox"/>	4	Vacant	<input type="checkbox"/>
	Administrator – Zeke Jackson	<input type="checkbox"/>		<i>Wendy Tatzel</i>	<input type="checkbox"/>
		<input type="checkbox"/>			<input type="checkbox"/>

Approval of minutes as published

Comments and Correspondence

Business Items

1. Discussion on parking and wristbanding for festivals and events; consider a motion for action if necessary.
2. Discussion on producing a map and marketing for Bay Shore Dr. Project.
3. Discussion on 2015 Marketing focus; consider a motion for action if necessary.
4. Discussion of goal/expectation setting between SBAA and Village on activities; consider a motion for action if necessary.
5. Discussion on Wedding Promotion of Waterfront Park, Tenting, and Event Rental; Consider a motion to refer to the appropriate committee for action.
6. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee.

Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-854-4118 or at zeke.jackson@sisterbaywi.gov.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administrator at 854-4118, (FAX) 854-9637, or by writing to the Village Administrator at the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Village Administrator's Office, Administration Building, 2383 Maple Drive during operating hours. (8 a.m. – 4 p.m. weekdays).

I hereby certify that I have posted a copy of this agenda at the following locations:		
<input type="checkbox"/> Administration Building	<input type="checkbox"/> Library	<input type="checkbox"/> Post Office
Name _____ / _____		

1 A sample of the agreement which was entered into between the Village of Egg Harbor and
 2 the Egg Harbor Business Association was included in the meeting packets. Village officials
 3 believe such a document would be a very useful tool. Funkhouser pointed out that she is
 4 concerned that the SBAA Board of Directors may perceive the presentation of a formal
 5 written Operating Agreement as being an attempt by the Village to control their actions.
 6 The other Committee members responded that this is not their intent at all.

7
 8 *It was eventually the consensus that the SBAA Board of Directors shall be asked to*
 9 *formulate a list of quantifiable data they would like to see tabulated and utilized when the*
 10 *determination is made as to whether or not a festival or special event has been successful.*
 11 *The SBAA Board members will also be asked to formulate a list of duties and*
 12 *responsibilities an Intern could perform, as well as a list of terms and conditions they would*
 13 *like to see included in the previously mentioned Operating Agreement.*

14
 15 **Item No. 2. Discussion regarding parking and wrist-banding for festivals and special**
 16 **events; Consider a motion for action if necessary:**

17 Jackson has been having conversations with Keith Krist, the owner of the property where
 18 Shopko is located, regarding creation of a new parking area on his land. This would be a
 19 tremendous asset during festivals and special events, as parking is currently very limited.
 20 More information will be provided as soon as it becomes available.

21
 22 It appears that Village officials may require that minimal charges be made for I.D.
 23 wristbands provided to persons wishing to consume alcoholic beverages during festivals
 24 and special events which are conducted in the Village. There are some business owners
 25 who have expressed concerns about this practice, and the question has arisen as to “who”
 26 or “what organization” will be allowed to keep the money which is collected when
 27 wristbands are sold.

28
 29 *A motion was made by Solomon, seconded by Enquist that Agenda Item No. 2 –*
 30 *Discussion regarding parking and wrist-banding for festivals and special events, shall be*
 31 *tabled until the next meeting of the Marketing Committee. Motion carried – All ayes.*

32
 33 **Item No. 3. Discussion regarding the focus of 2015 marketing; Consider a motion for**
 34 **action if necessary:**

35 When all the work has been completed on the Beach Expansion Project Village officials
 36 would like to see a Beach/Performance Pavilion Grand Opening Ceremony conducted.
 37 Work will be commencing on the Beach Project in 2015, but it is quite possible that all the
 38 work will not be completed until 2016. Work will also be commencing on the line burial
 39 project in February or March of 2015, and then a short while later work will commence on
 40 the Bay Shore Drive Reconstruction Project. Eventually detours will be in effect. All those
 41 projects will undoubtedly have negative impacts on local businesses, and, therefore, the
 42 Village Board has budgeted money for marketing in 2015.

43
 44 Discussion took place regarding activities which could be conducted that would “draw”
 45 people to the Village even though detours are in effect and construction is going on, and
 46 the suggestions were made:

- 47 A. That a detour route holiday light show be created;
- 48 B. That direct marketing be done to the “locals” and individuals who are
- 49 already visiting Door County;

- 1 C. That a "Guess When Construction Will Be Done" Contest be
 2 conducted;
 3 D. That motels and businesses be asked to discount their rates when
 4 construction is going on;
 5 E. That the Village collaborate with the surrounding Northern Door
 6 communities on marketing; and,
 7 F. That a "Come Watch The Work Being Done on the Construction
 8 Project" campaign be initiated.
 9

10 *It was eventually the consensus that the Committee members shall take some time to think*
 11 *about all of the previously mentioned suggestions and be prepared to discuss this issue at*
 12 *length at the next meeting of the Marketing Committee.*
 13

14 *A motion was made by Solomon, seconded by Funkhouser, that Agenda Item No. 3 –*
 15 *Discussion regarding the focus of 2015 marketing, shall be tabled until the next meeting of*
 16 *the Marketing Committee. Motion carried – All ayes.*
 17

18 **Item No. 4. Discussion regarding promotion of Waterfront Park as a wedding destination,**
 19 **rental of parks for special events, and establishment of a policy for the use of tents in the**
 20 **parks; Consider a motion to refer to the appropriate committee for action:**

21 **Item No. 5. Discussion regarding matters to be placed on a future agenda or referred to a**
 22 **committee, official or employee:**

23 Due to time constraints neither of these agenda items were addressed.
 24

25 *The next meeting of the Marketing Committee was scheduled for 8:30 A.M. on Thursday,*
 26 *December 11, 2014.*
 27

28 **Adjournment:**

29 *A motion was made by Solomon, seconded by Enquist to adjourn the meeting of the*
 30 *Marketing Committee at 10:39 A.M. Motion carried – All ayes.*
 31

32 Respectfully submitted,

33 

34 Janal Suppanz,
 35 Administrative Assistant
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Janal Suppanz

From: Paige Funkhouser [coordinator@cometosisterbay.com]
Sent: Monday, December 08, 2014 1:26 PM
To: Zeke Jackson
Subject: Re: detour maps

Follow the email trail back and you'll see the questions I need answers to...

Sent from Paige's electronic brain

On Dec 8, 2014, at 12:18 PM, Zeke Jackson <Zeke.Jackson@sisterbaywi.gov> wrote:

So, let's get on that.....

Zeke Jackson
 Village Administrator
 Village of Sister Bay, WI
 920-854-4118

Open Meetings Disclaimer: The email above contains the thoughts, opinions, and commentary of the author alone. It is intended as a one-way transmission of a thought, idea, or information related to my role as a municipal official or issues within the municipality, but is not intended to serve as an invitation for reply, rebuttal, discussion, debate or responsive commentary. Please do not respond to this email, unless specifically requested to do so above, as it is the author's intention to utilize the informality and convenience of this electronic message while simultaneously avoiding any and all violations of the Wisconsin Open Meeting Law contained in Section 19.81 of the Wisconsin Statutes or elsewhere within Wisconsin law, as applicable to this municipality as described in 66 Op. Attorney General 237 (1977). Specifically, there is no intention on the part of the author to engage in or foster any governmental business as defined in State ex. rel. Newspapers v. Showers, 398 N.W.2d 154 (Wis.1987). You are specifically requested to refrain from forwarding or replying to all with regard to its contents, so as to avoid the possible walking quorum proscriptions, including those considered in State ex. rel. Lynch v. Conta 239 N.W.2d 313 (Wis. 1976). It is the author's motive and intent to comply with the overriding policy of the open meeting law - to ensure public access to information about governmental affairs.

From: Paige Funkhouser [<mailto:coordinator@cometosisterbay.com>]
Sent: Tuesday, December 02, 2014 11:32 AM
To: Zeke Jackson
Subject: RE: detour maps

\$\$\$\$ and time

From: Zeke Jackson [<mailto:Zeke.Jackson@sisterbaywi.gov>]
Sent: Monday, December 01, 2014 4:44 PM
To: Drew Bickford; coordinator@cometosisterbay.com
Cc: Dave Lienau
Subject: RE: detour maps

Drew,

I like it. Paige, what would it take to simplify our map?

Zeke Jackson
 Village Administrator
 Village of Sister Bay, WI
 920-854-4118

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From: Drew Bickford [<mailto:drew@ondeckclothing.com>]
Sent: Friday, November 28, 2014 1:50 PM
To: coordinator@cometosisterbay.com; Zeke Jackson
Cc: Dave Lienau
Subject: RE: detour maps

Can't we just have a simple map that people can read?

Attached is a screenprint from Google Maps – that's what I'm talking about.

Thanks,
Drew

From: Paige Funkhouser [<mailto:coordinator@cometosisterbay.com>]
Sent: Friday, November 28, 2014 1:43 PM
To: 'Zeke Jackson'
Cc: Drew Bickford; 'Dave Lienau'
Subject: RE: detour maps

Zeke,

I agree completely. I would like to get this project off my plate (as in: into the hands of the printer) before I leave for CA on Dec. 18, if possible.

Attached is the last version of the map I had SBAA's graphic designer put together last winter, in both color and black and white.

Info I'll need from you:

Does the map area need to be expanded? If so, please give parameters

Are the directional arrows on this version correct? Which arrows must be changed or added?

What information should be added to it? The Sister Bay construction facebook page should be included...should the DOT construction website be included as well?

As far as print quantity, keep in mind the following:

For pricing, we're better off printing as many as we think we'll need for the duration at one time; The DCVB, county visitor centers, gas stations, and libraries will be the major stopping points that will use these year round. Other businesses will need and go through fewer.

It could also be beneficial to have a large detour route map (3'x4' or so) printed and posted at the outdoor kiosk at the Visitor Center, and/or somewhere on 42 south of Country Walk, and potentially at the north end of town, for people who are having a hard time navigating back south. Locations for these we can discuss, will also depend on property owners (Beacon Marine empty lot next to Lamperts might be an option, same with Sister Bay Auto or Yacht Works)

-Paige

From: Zeke Jackson [<mailto:Zeke.Jackson@sisterbaywi.gov>]
Sent: Friday, November 28, 2014 1:16 PM
To: coordinator@cometosisterbay.com
Cc: Drew Bickford; Dave Lienau
Subject: detour maps

Paige,

I think we need to begin to think about detour maps independently of committees again. I know you have the digital version from the last time. From our input sessions, I feel that we should remove all businesses from the map, and just show the roads. Can you and I find a moment to sit down, come up with a "clean" version of the map showing the detour, and prepare to send them to print in January? I'd like to run them out to Dave and Drew before printing. We still have some funding for utilities burial that has already been approved that we could use to fund this.

The Line Burial is scheduled for February 1, So I'd like to get ahead of it. Let's look like professionals and be prepared BEFORE people start asking.....

I am copying Drew and Dave on this so that they know we're working on it, and so that they can shoot input to me if they have any.

Thanks,

Zeke Jackson
Village Administrator
Village of Sister Bay, WI
920-854-4118

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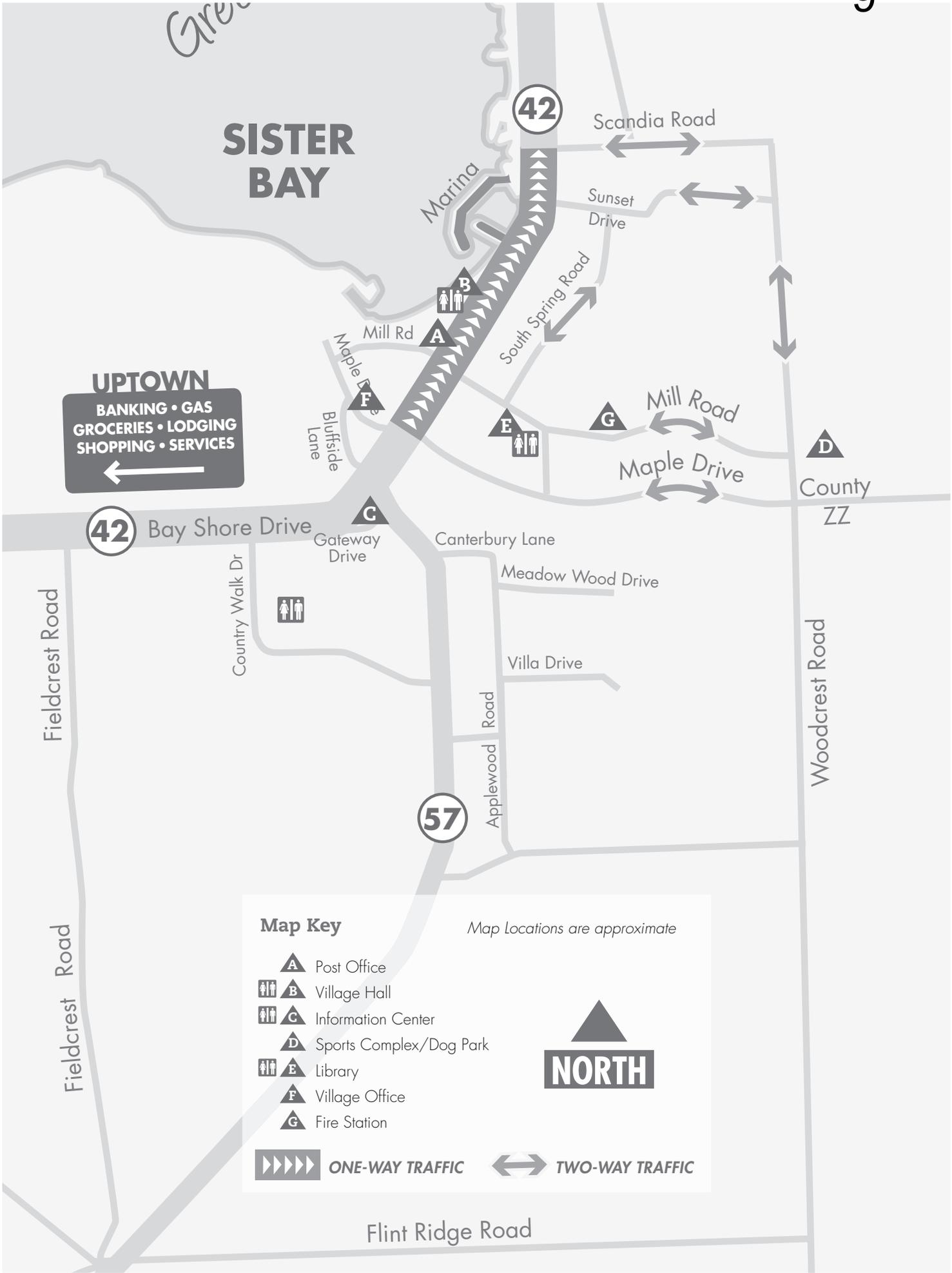
<image001.png> This email is free from viruses and malware because avast! Antivirus protection is active.



SISTER BAY

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 BANKING • GAS
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←



Map Key

Map Locations are approximate

- A** Post Office
- B** Village Hall
- C** Information Center
- D** Sports Complex/Dog Park
- E** Library
- F** Village Office
- G** Fire Station



ONE-WAY TRAFFIC **TWO-WAY TRAFFIC**

Flint Ridge Road