



MARKETING COMMITTEE MEETING AGENDA

Friday, February 6, 2014 at 8:30am
 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	Drew Bickford	<input type="checkbox"/>
3	Kathy Enquist	<input type="checkbox"/>	4	Tara Gokey	<input type="checkbox"/>
	Administrator – Zeke Jackson	<input type="checkbox"/>			<input type="checkbox"/>
		<input type="checkbox"/>			<input type="checkbox"/>

Approval of agenda and minutes as published

Comments and Correspondence

Business Items

1. Consider a motion to approve the purchase of an inflatable movie screen and projector in a sum not to exceed \$3500; consider allocation for programming.
2. Consider a motion to allow private vendors for events in Waterfront Park; consider a motion to refer to the Parks Committee for consideration.
3. Discussion on 2015 Marketing focus; consider a motion for action if necessary.
4. Presentation by prospective talent booking agent Terry Lundhal; Consider a motion to act if necessary.
5. Discussion of grant agreement between SBAA and Village; consider a motion for action if necessary.
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).

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- This item must be returned within 30 days of the ship date. See return policy for details.

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Make Every Night Movie Night with this Free-Standing Inflatable Outdoor Movie Screen

Product Height 13.0'

Product Weight 17.0 Lb.

Product Width 17.5'

Projector Screen Features Indoor / Outdoor Use

Mounty Type Freestanding

Viewing Angles 170 (H) / 170 (V) Degrees

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other info.

- Online Item #: 11089132
- Store Item Number (DPCI): 091-04-1058
- Made in the USA

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reg: ~~\$299.00~~

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Eiki (10)
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Epson - V11H412020
[MovieMate 85HD \(720p\) Portable DVD Home Theater LCD Projector with 2500 Lumens](#)

Epson - V11H562020
[PowerLite Home Cinema 2000 3D \(1080p\) HD Home Theater LCD Projector with 1800 Lumens](#)

Epson - V11H561020
[PowerLite Home Cinema 2030 3D \(1080p\) HD Home Theater LCD Projector with 2000 Lumens](#)

Item Number: V11H412020

Item Number: V11H562020

Item Number: V11H561020

Average Review: ★★★★★

Average Review: ★★★★★

Average Review: ★★★★★

[\[more info...\]](#)

[Support ONLINE](#)

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Days

Availability: Usually Ships in 1-2 Business Days

Availability: Usually Ships in 1-2 Business Days

Price: \$799.00

Price: \$799.00

Price: \$799.00

1

1

1



Epson - V11H551120
[PowerLite 1222 Wireless XGA Ultra-Portable Multimedia LCD Projector with 3000 Lumens](#)

Epson - V11H479120
[PowerLite 1751 XGA Ultra-Portable Multimedia LCD Projector with 2600 Lumens](#)

Epson - V11H478120
[PowerLite 1761W WXGA Ultra-Portable Multimedia LCD Projector with 2600 Lumens](#)

Item Number: V11H551120

Item Number: V11H479120

Item Number: V11H478120

Average Review: ★★★★★

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- Optoma
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- Recordex USA
- Screen2Go



Epson - V11H473020
[PowerLite 1960 XGA Portable Multimedia LCD Projector with 5000 Lumens](#)
Item Number: V11H473020
[\[more info...\]](#)
 Availability: Usually Ships in 1-2 Business Days
Price: \$1,499.00



Epson - V11H565020
[PowerLite 935W WXGA Networking Multimedia LCD Projector with 3700 Lumens](#)
Item Number: V11H565020
[\[more info...\]](#)
 Availability: Usually Ships in 1-2 Business Days
Price: \$1,199.00



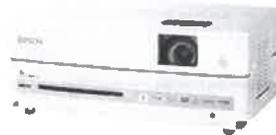
Epson - V11H582020
[PowerLite 955W WXGA Portable Multimedia LCD Projector with 3000 Lumens](#)
Item Number: V11H582020
[\[more info...\]](#)
 Availability: Usually Ships in 1-2 Business Days
Price: \$899.00



Epson - V11H397020
[PowerLite D6250 XGA Portable Networking Multimedia LCD Projector with 4000 Lumens](#)
Item Number: V11H397020
 Average Review: ★★★★★
[\[more info...\]](#)
 Availability: Usually Ships in 1-2 Business Days
Price: \$1,299.00



Epson - V11H583020
[PowerLite 965 XGA Portable Networking Multimedia LCD Projector with 3500 Lumens](#)
Item Number: V11H583020
[\[more info...\]](#)
 Availability: Usually Ships in 1-2 Business Days
Price: \$899.00



Epson - V11H577020
[PowerLite 98 XGA Portable Networking Multimedia LCD Projector with 3000 Lumens](#)
Item Number: V11H577020
[\[more info...\]](#)
 Availability: Usually Ships in 1-2 Business Days
Price: \$599.00

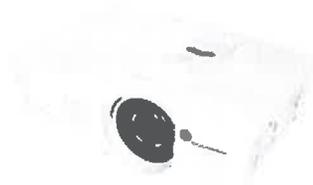


Epson - V11H578020
[PowerLite 99W WXGA Portable Networking Multimedia LCD Projector with 3000 Lumens](#)
Item Number: V11H578020

Epson - V11H335120
[PowerLite Presenter WXGA Small Business DVD Multimedia LCD Projector with 2500 Lumens](#)

Epson - V11H654120
[PowerLite 1263W Portable Wireless WXGA Multimedia LCD Projector with 3000 Lumens](#)
Item Number: V11H654120

[\[more info...\]](#)



Optoma - GT1080

[GT1080 - Game Time HD \(1080p\) 3D Home Theater Multimedia DLP Projector with 2800 Lumens](#)

Item Number: GT1080

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Business Days

Price: \$749.00

1



Optoma - HD141X

[HD141X - HD \(1080p\) 3D Home Theater Portable Multimedia DLP Projector with 3000 Lumens](#)

Item Number: HD141X

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Business Days

Price: \$599.00

1



Optoma - HD161X

[HD161X - HD \(1080P\) 3D Home Theater DLP Projector with 2000 Lumens](#)

Item Number: HD161X

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Business Days

Price: \$1,299.00

1



Optoma - HD25-LV

[HD25-LV - HD \(1080p\) 3D Home Theater Portable Multimedia DLP Projector with 3200 Lumens](#)

Item Number: HD25-LV

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Business Days

Price: \$899.00

1



Optoma - HD26

[HD26 - HD \(1080p\) 3D Home Theater Portable Multimedia DLP Projector with 3200 Lumens](#)

Item Number: HD26

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Business Days

Price: \$699.00

1



Optoma - HD50

[HD50 - HD \(1080P\) 3D Home Theater DLP Projector with 2200 Lumens](#)

Item Number: HD50

[\[more info...\]](#)

Availability: Usually Ships in 1-2 Business Days

Price: \$1,599.00

1



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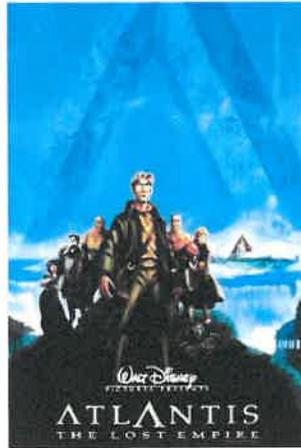
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ATLANTIS THE LOST EMPIRE

Walt Disney Pictures



Rating

PG

Runtime

96 min

Release Year

2001

Directors

Gary Trousdale
Kirk Wise

Synopsis

The first Disney cartoon to be produced in the 70 mm format since *The Black Cauldron* (1985), this blend of traditional animation with computer-generated imagery is a straight adventure tale of the Jules Verne school, eschewing the studio's typical formula of cute critters mixed with song-and-dance routines. Michael J. Fox is the voice of Milo Thatch, a lowly museum employee and linguist in the early 20th century who's determined to continue his late grandfather's search for the lost, sunken empire of Atlantis. Bankrolled by eccentric millionaire Preston Whitmore (John Mahoney), Milo teams up with a diverse crew of mercenaries led by submarine commander Rourke (James Garner). After a sea battle with a giant denizen of the deep, the explorers locate the submerged civilization. Milo falls in love with Princess Kida (Cree Summer), the daughter of Atlantis' aged ruler (Leonard Nimoy), and must choose sides when it's revealed that some of his fellow expedition members intend to steal a mystical energy source from their hosts. Claudia Christian, Mark Hamill, David Ogden Stiers, Don Novello, and the late Jim Varney co-star. Although considered a shoo-in for a nomination in the debut year of the new Oscar category of Best Animated Feature, *Atlantis: The Lost Empire* faced stiff competition from other non-live-action entertainment in the summer of 2001, including *Shrek*, *Final Fantasy*, and *Monsters Inc.* Author: Karl Williams

Cast

Michael J. Fox
James Garner
Cree Summer
Don Novello
Phil Morris
Claudia Christian

Promotional Materials

[Trailer - WMV](#)

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CREATURE FROM THE BLACK LAGOON

Universal Pictures



Rating

G

Runtime

79 min

Release Year

1954

Director

Jack Arnold

Synopsis

Universal Pictures introduced audiences to yet another classic movie monster with this superbly crafted film, originally presented in 3-D. The story involves the members of a fossil-hunting expedition down a dark tributary of the mist-shrouded Amazon, where they enter the domain of a prehistoric, amphibious "Gill Man" -- possibly the last of a species of fanged, clawed humanoids who may have evolved entirely underwater. Tranquilized, captured, and brought aboard, the creature still manages to revive and escape -- slaughtering several members of the team -- and abducts their sole female member (Julie Adams), splinting her off to his mist-shrouded lair. This sparks the surviving crewmen to action -- particularly those who fancy carrying the girl off themselves. Director Jack Arnold makes excellent use of the tropical location, employing heavy mists and eerie jungle noises to create an atmosphere of nearly constant menace. The film's most effective element is certainly the monster itself, with his pulsating gills and fearsome webbed talons. The creature was played on land by stuntman Ben Chapman and underwater by champion swimmer Ricou Browning -- who was forced to hold his breath during long takes because the suit did not allow room for scuba gear. The end result was certainly worth the effort, proven in the famous scene where the Gill Man swims effortlessly beneath his female quarry in an eerie ballet -- a scene echoed much later by Steven Spielberg in the opening of Jaws. Author: Cavett Binion

Cast

Richard Carlson
Julie Adams
Richard Denning
Antonio Moreno
Nestor Paiva
Whit Bissell

Promotional Materials

[Trailer - WMV](#)

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Testimonials

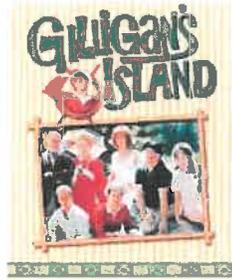
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GILLIGAN'S ISLAND (TV SERIES)

Warner Bros.



Rating

TV-G

Runtime

30 min

Release Year

Not Available

Director

Not Available

Synopsis

No one liked Gilligan's Island but the public. Roundly condemned by critics as the worst sitcom in TV history when it first signed on the CBS schedule in the fall of 1964, the weekly half-hour series nonetheless struck a responsive chord with the viewing public, who were thoroughly amused and delighted by the premise of seven diverse personalities shipwrecked on an uncharted tropical island, managing to make the best of things while never giving up hope of being rescued. The series' premise was laid out each and every week by the theme song "The Ballad of Gilligan's Island," co-written by producer Sherwood Schwartz and performed by the singing group the Wellingtons. Caught in a sudden storm at sea, the *S.S. Minnow*, a tiny charter boat manned by "Skipper" Jonas Grumby (Alan Hale Jr.) and his daffy first mate, Gilligan (Bob Denver), was washed up on the shore of a flyspeck island somewhere in the South Pacific. Marooned along with Gilligan and the Skipper were five tourist passengers: voluptuous movie star Ginger Grant (Tina Louise); multimillionaire Thurston Howell III (Jim Backus) and his wife, Lovey (Natalie Schafer); high-school teacher Roy Hinkley (Russell Johnson), better known as "The Professor"; and wholesomely sexy secretary Mary Ann Summers (Dawn Wells). With the *Minnow* damaged beyond repair, the seven castaways resourcefully transformed their island into a home away from home, replete with solid shelters, handmade eating and kitchen utensils, jerry-built furniture, and even a farming and irrigation system. Even so, our heroes and heroines yearned to go back to civilization, but they never quite managed to make it, usually thanks to the ineptitude of the feckless Gilligan. Although the seven principals were more or less trapped in their environment, quite a few guest stars managed to find their way on -- and off -- the island, including Hans Conried as klutzy pilot Wrong-Way Feldman, Vito Scotti as mad scientist Boris Balinkoff, and Phil Silvers (who owned a piece of Gilligan's Island in real life) as Hollywood mogul Harold Hecuba. The fact that, for all his brilliance, "The Professor" was never able to figure out how to build a new boat or notify the authorities of the castaways' whereabouts was only a part of the farcical fun; Gilligan's Island was, to overstate the obvious, not exactly like real life. A prime example of good, clean, harmless slapstick, Gilligan's Island confounded its many detractors by remaining on CBS for three seasons, then enjoying a spectacularly successful afterlife in rerun form -- not to mention its many feature-length TV "sequels" (such as *The Harlem Globetrotters on Gilligan's Island*), two separate TV-cartoon spin-offs, and a multitude of latter-day video retrospectives. It's difficult to argue with that kind of success. Author:

Cast

 Bob Denver
 Alan Hale Jr.
 Jim Backus
 Natalie Schafer
 Tina Louise
 Russell Johnson

Promotional Materials

Not Available

Trailer

Not Available

New Releases



Programming Features

- Spring
- Summer
- Fall
- Winter
- Dive In Movies
- Drive In Movies

Testimonials

"The Elgin Movies in the Park Series, sponsored with Friends of Elgin Parks for the past six years, has really been a great success...more"
 -Elgin Parks & Recreation, Texas

AGREEMENT

THIS AGREEMENT is made and entered into by and between the VILLAGE OF SISTER BAY, a public body corporate and politic duly created under the laws of the State of Wisconsin (the "Village") and the SISTER BAY ADVANCEMENT ASSOCIATION, a Wisconsin non-profit, non-stock corporation (the "Association")

RECITALS

WHEREAS, pursuant to the provisions of Section 61.34(1) of the Wisconsin Statutes the Village Board of and for the Village of Sister Bay has the authority and power to act for the government of the Village and for its peace and good order and for the commercial benefit of the community as well as its health, safety, welfare and convenience; and

WHEREAS, the Association, among other things, provides community-oriented promotional services and has special knowledge and experience together with trained staff to provide such promotional services; and

WHEREAS, the Village is desirous of providing grant monies for the community oriented promotional services of the Association in order to facilitate commerce, promote tourism, provide workforce training, as well as to solicit entertainment and recreation within the community and to reduce unemployment and bring needed capital investment into the community, under and pursuant to the terms, conditions, limitations and provisions of this Agreement through the promotion of the artistic and cultural heritage, community services and amenities of the Village of Sister Bay;

NOW, THEREFORE, the Parties hereto, by their respective authorized agents and representatives do hereby agree in and to the following:

ARTICLE I

TERM AND TERMINATION

Section 1.1 Term. The term of this Agreement shall be for a period commencing as of the effective date of signature hereof and ending December 31, 2015.

Section 1.2 Renewal. This Agreement shall not automatically renew but may be renewed upon the mutual agreement of the Parties hereto.

Section 1.3 Termination. This Agreement may be terminated by either party hereto at any time upon ninety (90) days prior written notice to the other party. No further grants will be paid by the Village to the Association once notice has been given.

ARTICLE II

PROMOTIONAL SERVICES

Section 2.1 General Statement of Services. The Association shall in a professional and businesslike manner promote the artistic and cultural heritage through producing events in such manner as the Association shall determine subject to the terms, conditions, limitations and provisions of this Agreement.

Section 2.2 Community Promotion Through Event Production. Subject to annual approval by the Village, the Association shall carryout community promotion through the production of community based and community oriented events, such as, but not limited to shows, exhibits, plays, music events, dance events, storytelling and fireworks displays, and festivals during the term of this Agreement. Such events shall be held on property controlled or owned by the Village and at such locations as shall be approved by the Village.

Section 2.3 Community Promotion Through Visitor Services. The Association shall operate a Visitor Center in a facility located in the Village of Sister Bay. Services rendered through the Visitor Center shall include but not be limited to production of publications, distribution, administrative, and other activities related to the operation and provision of services related to tourism development, enhancement and promotion in and of the Village of Sister Bay.

Section 2.4 Membership. The Association shall include membership and all the privileges associated therewith for the Village of Sister Bay and each of its units of business, identified as the Sister Bay Marina, the Sister Bay Waterfront Park, the Sister Bay Stage, Village Hall, Sports Complex, Ice Rink, and other facilities owned or controlled by the Village of Sister Bay.

Section 2.5 Leverage of local Funds. The Association shall make every effort to maximize funds under its control in order to enhance and expand its own operations, staffing capabilities, number and size of events, market reach and penetration. The Association shall make at least one application annually to support existing or new event development/promotion. The Association shall actively seek additional sponsorship and grant opportunities, including regional and national brand sponsors for Sister Bay Events.

ARTICLE III

USE OF PUBLIC FACILITIES

Section 3.1 Use of Public Facilities. For purposes of the provisions of Section 2.2 of this Agreement, the Village shall, upon prior notice, make available facilities and improvements, subject to the restrictions and limitations set forth in this Article, and the Village of Sister Bay Code of Ordinances. The Association shall, by March 1st provide a list of dates for promotional events to be held in/on Village facilities by the Association. Reservations shall be made in advance with priority given to the Association.

Section 3.2 Waterfront Park, Sister Bay Stage, and other Village Facilities. The use and availability of space and facilities in the Village of Sister Bay by the Association for community promotion events sponsored in whole or in part by the Association shall be subject to the following site specific restrictions and limitations:

(a) Performances and Displays: Public performance events may begin no earlier than 9:00 a.m. and conclude no later than 9:00 p.m. Set up for the performance event may not begin earlier than 7:00 a.m. and take down must be concluded by no later than 12:00 p.m. (midnight). Any exceptions must be granted by the Village Parks, Properties and Streets Committee.

Section 3.5 Fees. For events sponsored in whole or in part by the Association under this Agreement, the Village shall provide access to, and use of, Village Facilities without fee.

Section 3.6 Signage. For events sponsored in whole or in part by the Association under this Agreement, the Village shall provide access to and the use of the designated temporary banner locations located throughout the Village without fee or charge. The Village shall have the right to preempt placement of Association temporary signs in order to satisfy its own purposes. Where practicable, the Village and Association shall jointly produce and share costs of co-located banners where and when events produced by the Association and Village fall on similar days.

ARTICLE IV

INSURANCE AND INDEMNIFICATION

Section 4.1 Insurance. The Association agrees, both generally and specifically with respect to the services to be provided hereunder, that it will procure and maintain in place insurance against such risks in such amounts as are customarily insured for such services. Such insurance shall be obtained by purchasing and maintaining in place during and for such time as it has an obligation to the Village under this Agreement a policy or

policies of insurance issued by licensed and reputable insurance companies authorized and qualified to underwrite such risks. The Association shall further require all contractors, co-sponsors of events or others with whom it may partner in connection with the promotional services to be provided hereunder, to have, carry and maintain general liability and workers compensation insurance coverage consistent with the nature and extent of such third party's interest and involvement in any project or event arising under this Agreement. The Association shall name the Village of Sister Bay as additionally insured.

Section 4.2 Indemnification. The Association agrees to indemnify and hold harmless the Village and its officers or officials, agents and employees from and against any and all losses, claims, damages, expenses and all suits in equity and actions at law, including reasonable counsel fees, and liabilities arising from, in connection with, or as a result of the provision of any and all of the services contemplated by and under this Agreement. Any contractor to the Association shall provide the same.

ARTICLE V

Grant

Section 5.1 Annual Grant.

- Direct Grant for Services: FIFTY THOUSAND and 00/100 (\$50,000.00) DOLLARS
- Other remuneration including continued event support for signage, solid waste removal from event grounds, Village Utilities on event grounds (where available) and use of the Gateway Park Visitor Center.

Section 5.2 Eligible Costs. Costs eligible for payment are for only those services rendered under this agreement and include the cost of performers, promotion, insurance, event staff, additional event facilities, equipment rental, and administration.

Section 5.3 Payment: The Association shall receive payment from the Village quarterly upon submission and review of Association financial statements. The Association shall provide requested documentation associated with rendering those services, an example of documentation may include: quarterly budget reports, statement of expenses, or written report of activities to date.

Section 5.4 Quarterly Reporting. The Association shall report to the Village on an annual basis (submitted by the 1st February) the success of the events sponsored by SBAA and the Village under this agreement. The Association will make empirical measurements of event success. Measurements of success submitted will include traffic counts, attendance estimates, a summary of weather and Association revenues vs. expenditures per event.

ARTICLE VI

OTHER ACTIVITIES CONTINUED

Section 6.1 Other Activities Continued. The Association agrees to continue to sponsor their other promotional events, including but not limited to the following:

- Sip and Savor/Paddlefest
- Festival of the Arts
- Capture the Spirit
- Fall Fest

ARTICLE VII

MISCELLANEOUS PROVISIONS

Section 7.1 Amendments. This Agreement supersedes all prior agreements. No modification, alteration or amendment to this Agreement shall be binding upon either party hereto until such modification, alteration or amendment is reduced to writing and signed by both parties hereto.

Section 7.2 Governing Law and Venue. This Agreement and the rights of the Parties hereunder shall be interpreted and enforced in accordance with the laws of the State of Wisconsin. All actions arising from this agreement shall be resolved through negotiating in “good faith”, for a period no longer than 90 days.

Section 7.3 Compliance with Laws and Orders. In providing the promotional services to be provided under this Agreement the Association shall comply with all local, state and federal laws, ordinances and regulations including, but not limited to local traffic laws and regulations, and federal copyright laws.

Section 7.4 Notices. Notice to either party shall be given to the following addresses:

IF TO VILLAGE: VILLAGE OF SISTER BAY
2383 Maple Dr.
Sister Bay, WI 54234

IF TO ASSOCIATION: SISTER BAY ADVANCEMENT
ASSOCIATION
P. O. Box 351
Sister Bay, WI 54234

Section 7.5 No Third-Party Beneficiaries. This Agreement does not create any third-party benefits to any person or entity other than the Parties hereto and is solely for the consideration herein expressed.

Section 7.6 No Assignment. This Agreement may not be assigned by the Association to any third party.

Section 7.7 Headings. The headings, titles or captions contained in this Agreement have been inserted only as a matter of convenience and for reference, and such captions in no way define, limit, extend or describe the scope of this Agreement or the intent of any provision hereof.

Section 7.8 Independent Contractor. Notwithstanding any other representation, oral or written, between the Parties hereto, including any and all agents or representatives thereof, the Association is at all times hereunder acting as a free and independent contractor and not as an agent of the Village.

Section 7.9 No Joint Venture. No promotional event sponsored in whole or in part by the Association shall at anytime be, or be considered, a joint venture by and between the Association and the Village.

Section 7.10 Entire Agreement. This Agreement contains the entire agreement between the Parties with respect to the transactions contemplated by this Agreement and matters related thereto, and does hereby supersede and render null and void and of no further force or effect any and all prior agreements, drafts of agreements and understanding between the Parties

IN WITNESS WHEREOF, the Parties hereto have by their duly authorized officers and representatives set their hands and affixed their seals on the date set forth below their name.

The Village of Sister Bay

BY: _____ Date
Dave Lienau, President

ATTEST: _____
Christy Sully, Clerk/Treasurer

Sister Bay Advancement Association

BY: _____ Date
Drew Bickford, President

Paige Funkhouser, Coordinator