



MARKETING COMMITTEE MEETING AGENDA

Friday, March 6, 2015 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		2	Drew Bickford	
3	Kathy Enquist		4	Tara Gokey	
	Administrator – Zeke Jackson				

Approval of agenda and minutes as published

Comments and Correspondence

Business Items

1. Consider a motion to convene into Closed Session pursuant to Wisconsin State Statutes 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.
2. Consider a motion to reconvene into Open Session.
3. Consider a motion to take action, if required.
4. Consider a motion to approve the purchase of an inflatable movie screen and projector for the sum of not to exceed \$3,500; and consider the allocations which should be made for programming:
5. Discussion on 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).

I hereby certify that I have posted a copy of this agenda at the following locations:

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Name

1 Celtic dancers as well as a diverse variety of musicians would perform during “Midwest
 2 Sunsplash”, and the event would kick off on Friday night and conclude at midnight on
 3 Saturday. In order to maintain order it may be necessary for temporary fencing to be
 4 installed on the festival grounds. One issue which will arise for some of the festival
 5 attendees will be that reasonably priced lodging is not readily available in the Sister Bay
 6 area. Therefore, the suggestion has been made that people be allowed to camp at the
 7 Sports Complex for a fee. Food and drink tickets would be utilized and vendors are on site
 8 in individual booths or tents, but they must pay entry fees. If Village officials decide to
 9 allow “Midwest Sunsplash” to be conducted in the Village Katobalavu and Halbrook
 10 would like to see a formal five year contract entered into. That contract will address a
 11 number of issues, including how profits will be split and it will contain a “non-compete”
 12 clause.

13
 14 *Several of the Committee members agreed that a number of logistical issues could arise if
 15 Waterfront Park is utilized for “Midwest Sunsplash”, and the suggestion was made that the
 16 Dog Park be utilized as it is already fenced. It was the consensus that unless the pavilion
 17 and surrounding parklands are accessible and safe on August 8 and 9, 2015, the Dog Park
 18 shall be utilized.*

19
 20 *A motion was made by Solomon, seconded by Bickford that the Marketing Committee
 21 grants permission for Village properties and facilities to be utilized for “Midwest
 22 Sunsplash”, which will be conducted in Sister Bay on August 8 and 9, 2015. A formal
 23 contract shall be entered into with Pita Katobalavu and Kay Halbrook, and \$15,000 of
 24 Marketing Committee funds shall be appropriated to cover expenses related to the festival.
 25 Motion carried – All ayes.*

26
 27 *A motion was made by Enquist seconded by Bickford that the Marketing Committee
 28 recommends that Village officials allow the Sports Complex to be utilized for “for fee”
 29 camping during “Midwest Sunsplash”. Motion carried – All ayes.*

30
 31 *A motion was made by Solomon, seconded by Bickford that if it becomes necessary, Mill
 32 Road shall be closed during “Midwest Sunsplash”. Motion carried – All ayes.*

33
 34 **Item No. 1. Discussion regarding funding for the Village-Wide Rummage Sale and the
 35 Sister Bay Car Show; and consider a motion for action if appropriate:**

36 **A. \$6,000 budgeted in General Government Account**

37 **B. Closure of Mill Road for Vendors**

38 Denise Bhirdo and Sharon Doersching have indicated that they are no longer interested in
 39 organizing the Village-Wide Rummage Sale, which has been conducted on the Saturday
 40 before Memorial Day Weekend for approximately ten years. Bhirdo asked if the SBAA
 41 would be willing to take over the Rummage Sale, but the SBAA Board of Directors
 42 declined. The Car Show will again be conducted on the Sunday of Memorial Day weekend
 43 in the Shopko parking lot. The Village does not have the staff or resources to organize and
 44 market two large events which occur within two weeks of one another. Therefore, Jackson
 45 is suggesting that some of the aspects of the Rummage Sale as well as the car show be
 46 turned over to an outside agent, who will be charged with soliciting sponsors and doing
 47 marketing, and growing the Rummage Sale by bringing in outside vendors.

48
 49

1 A motion was made by Enquist, seconded by Solomon that the Village-Wide Rummage
 2 Sale shall again be conducted. Village staff members shall prepare and distribute
 3 registration forms, take them in, collect entry fees and see that the Rummage Sale Map is
 4 prepared, but an outside agent shall be retained to grow the Rummage Sale in whatever
 5 fashion he or she deems appropriate. The outside vendor will be allowed to reserve and
 6 utilize Village facilities and/or properties for no charge, but he or she will be required to
 7 pay 10% of the profits he or she realizes to the Village. Motion carried – All ayes.

8
 9 **Item No. 4. Discussion regarding goal/expectation setting for the SBAA and/or the Village
 10 on activities; and consider a motion for action if necessary:**

11 The Village provides annual support to the SBAA, but at the present time there are no
 12 written directives regarding goal/expectation setting for the SBAA or the Village with
 13 respect to how the SBAA is operated or functions. Village officials believe such a
 14 document would be a very useful tool for both entities, and a draft of an Operating
 15 Agreement was included in the meeting packets. During the review process Funkhouser
 16 distributed a copy of her suggested revisions, but she did note that none of them have been
 17 approved by the SBAA Board of Directors yet. The Board members jointly reviewed the
 18 agreement which was included in the meeting packets, and Jackson took note of all
 19 suggested revisions.

20
 21 A motion was made by Solomon, seconded by Bickford that the Marketing Committee
 22 recommends that the Operating Agreement which was reviewed at this meeting be
 23 approved as amended. Motion carried – All ayes.

24
 25 **Item No. 3. Discussion regarding the focus of 2015 marketing; and consider a motion for
 26 action if appropriate:**

27 Funkhouser noted that it is imperative that bands and performers be booked relatively soon
 28 for the small events the Marketing Committee has agreed to fund. Due to time constraints it
 29 was the consensus that this issue shall be addressed at the next meeting of the Committee.

30
 31 A motion was made by Solomon, seconded by Bickford that Agenda Item No. 3 –
 32 Discussion regarding the focus of 2015 marketing; and consider a motion for action if
 33 appropriate, be tabled until the next meeting of the Marketing Committee. Motion carried –
 34 All ayes.

35
 36 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or
 37 referred to a committee, official or employee:**

38 The next meeting of the Marketing Committee was scheduled for 8:30 A.M. on Friday,
 39 February 6, 2015.

40
 41 The following issues will be addressed at that meeting:

- 42 A. Discussion regarding the focus of 2015 marketing; and consider a motion for action
 43 if appropriate.

44
 45 **Adjournment:**

46 A motion was made by Solomon, seconded by Enquist to adjourn the meeting of the
 47 Marketing Committee at 6:31 P.M. Motion carried – All ayes.

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1 Respectfully submitted,



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3 Janal Suppanz,
4 Assistant Administrator

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

15
 16 The Committee members thanked Lundahl for taking the time to attend this meeting and asked
 17 that she provide a copy of her contract with the Egan Center to Jackson ASAP.

18
 19 Solomon noted that he firmly believes the Marketing Committee must “live within its means”. He
 20 also believes that the Committee must spend the funds which were budgeted this year
 21 responsibly, but also make a concerted effort to have some return on investment

22
 23 Discussion took place regarding whether or not admission fees should be charged, and several of
 24 the Committee members noted that it is their understanding that unless a well-known act is
 25 booked Village officials do not want to charge admission fees as they want people to know that
 26 businesses are open and accessible even though construction is going on. It was eventually the
 27 consensus that whether or not admission fees should be charged is a decision which should be
 28 made on a case by case basis after acts are actually booked. If admission fees are charged, it will
 29 be necessary to install some type of fencing around the area(s) where the performance(s) take
 30 place. The suggestion was made that people wishing to enter the fenced area(s), which will allow
 31 close proximity to the stage, must pay a fee, but people wishing to watch the show(s) from a
 32 distance could do so free of charge. Other options would be to solicit sponsors, sell wristbands to
 33 those wishing to consume alcoholic beverages, charge for parking or sell concessions on-site.

34
 35 *A motion was made by Solomon, seconded by Bickford that the recommendation is made to the*
 36 *Village Board that Terry Lundahl’s contract proposal shall be accepted, and in 2015 up to*
 37 *\$17,000 of Marketing Committee funds shall be appropriated to cover her services. Motion*
 38 *carried – All ayes.*

39
 40 **Item No. 1. Consider a motion to approve the purchase of an inflatable movie screen and**
 41 **projector for the sum of not to exceed \$3,500; and consider the allocations which should be**
 42 **made for programming;**

43 The Village and the SBAA are considering showing movies in the park during the upcoming
 44 “season”. If movies are to be displayed it will be necessary for a technician to have access to a
 45 movie screen, projector and sound board. Neither the Village nor the SBAA own any of the
 46 previously mentioned equipment, and, therefore, Jackson investigated the portable movie screen,
 47 projector and sound board options which are available, and presented specifications and cost
 48 estimates for those items. If the equipment is purchased, representatives of some local groups
 49 have informed Jackson that they would be interested in renting it. The SBAA Board of Directors
 50 does not have funds budgeted for a purchase, and, therefore, they asked Funkhouser to check on
 51 the equipment rental options which are available. They will be addressing this issue further at

1 their March meeting. Funkhouser will advise Jackson of the Board's decision ASAP.

2
3 *A motion was made by Solomon, seconded by Enquist that Agenda Item No. 1 – Consider a*
4 *motion to approve the purchase of an inflatable movie screen and projector for the sum of not to*
5 *exceed \$3,500; and consider the allocations which should be made for programming shall be*
6 *tabled until the next meeting of the Marketing Committee.*

7
8 **Item No. 2. Consider a motion to allow private vendors to participate in events held on**
9 **Village owned property; and consider a motion to refer the matter to the Parks Committee:**

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

19
20 *A motion was made by Solomon, seconded by Enquist that the recommendation is made to the*
21 *Parks Committee that private vendors from outside the Village of Sister Bay be allowed to*
22 *participate in non-SBAA sanctioned events which are conducted on Village owned properties.*
23 *Motion carried – All ayes.*

24
25 *At 10:52 A.M. a brief recess was taken and the Committee reconvened at 11:01 A.M.*

26
27 **Item No. 5. Discussion regarding the proposed Operating Agreement between the Village of**
28 **Sister and the SBAA; and consider a motion for action if necessary:**

29 Yesterday the SBAA Board of Directors reviewed the proposed Operating Agreement between
30 the Village of Sister Bay and the SBAA. The Board members indicated that they would like more
31 time to carefully review the agreement, and the decision was eventually made that the matter
32 should be tabled until the March 5, 2015 meeting of the Board of Directors. Several of the Board
33 members voiced concerns about the legal ramifications of some of the provisions of the
34 agreement, especially the insurance indemnification clause. Therefore, it is possible that an
35 attorney may be retained to review the agreement and provide an opinion regarding the preferred
36 course of action. The suggestion was made that Solomon attend the next SBAA Board of
37 Directors Meeting and attempt to negotiate mutually agreeable terms, and he agreed to do that.
38 He did indicate that he would like to have Jackson present during the negotiations, and Bickford
39 indicated that won't be a problem.

40
41 *A motion was made by Enquist, seconded by Solomon that Agenda Item No. 5 – Discussion*
42 *regarding the proposed Operating Agreement between the Village of Sister Bay and the SBAA;*
43 *and consider a motion for action if necessary, shall be tabled until the next meeting of the*
44 *Marketing Committee. Motion carried – All ayes.*

45
46 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or**
47 **referred to a committee, official or employee:**

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

50
51

- 1 • **Consider a motion to approve the purchase of an inflatable movie screen and**
2 **projector and consider allocations for programming.**
3

4 **Adjournment:**

5 *A motion was made by Bickford, seconded by Enquist to adjourn the meeting of the Marketing*
6 *Committee at 6:31 P.M. Motion carried – All ayes.*
7

8 Respectfully submitted,

9 

10 Janal Suppanz,
11 Assistant Administrator
12

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Item Number: V11H412020

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Average Review: ★★★★★

Average Review: ★★★★★

Average Review: ★★★★★

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Availability: Usually Ships in 1-2 Business Days

Availability: Usually Ships in 1-2 Business Days

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Price: \$799.00

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Epson - V11H551120
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Item Number: V11H479120

Item Number: V11H478120

Average Review: ★★★★★

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Price: \$1,199.00



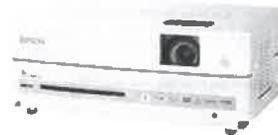
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Average Review: ★★★★★
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Price: \$1,299.00



Epson - V11H583020
[PowerLite 965 XGA Portable Networking Multimedia LCD Projector with 3500 Lumens](#)
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Price: \$899.00



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[PowerLite 98 XGA Portable Networking Multimedia LCD Projector with 3000 Lumens](#)
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Price: \$599.00

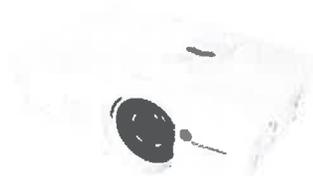


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Optoma - GT1080

[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](#)

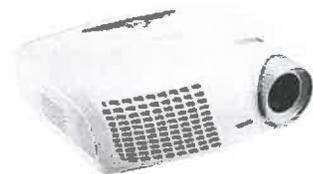
Item Number: HD161X

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

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

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Availability: Usually Ships in 1-2 Business Days

Price: \$1,599.00

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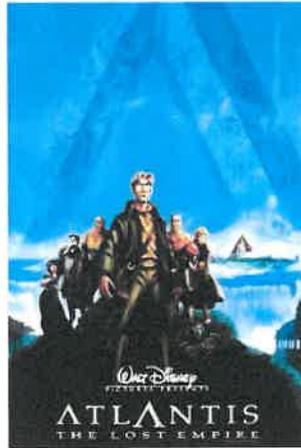
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ATLANTIS THE LOST EMPIRE

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

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"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

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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](#)

To save materials to your computer:

Windows

Internet Explorer: Right-click on the link and choose "Save Target As"
Firefox and Chrome: Right-click on the link and choose "Save link as..."

Mac:

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Trailer

New Releases



Programming Themes

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Testimonials

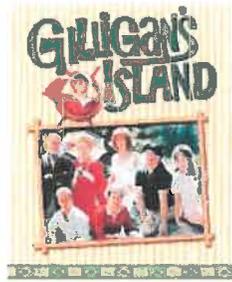
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GILLIGAN'S ISLAND (TV SERIES)

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
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- Winter
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- 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"
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Complete systems starting at \$3,799

Buy Now

\$104 / month

If you're taking the show to a larger crowd than your backyard theater area can handle, you want the SilverScreen Showcase Series. This powerful indoor/outdoor movie theater system will knock an audience's socks off just like the Backyard Theater Series does - only more so! You get all the remarkable features of the SilverScreen Backyard Theater package - including 16' or 20' diagonal screen size - PLUS 10' speakers for extra "oomph" and TWO media/storage cabinets.



SilverScreen™ Showcase Series Includes



High Def. Epson 720p projector (or upgrade to 1080p Optoma)

- Epson is the #1 brand of digital projector in the world today. For more than 100 years the Epson brand has provided a wide range of solutions from precision machinery to digital imaging. You'll find Epson projectors everywhere, from boardrooms and classrooms to living rooms -- wherever brilliant image/video reproduction is a priority.
- Epson 720p projectors offer superb high-definition pictures via DVI-D and HDMI connections and the company's famed C2Fine image technology. These powerful, well-engineered units will give you maximum quality and reliability for years of outdoor home theater fun.

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Complete 16' or 20' diagonal QuikScreen and frame

- 14' X 8' (16' diagonal) or 17' x 11' (20' diagonal) size
- Our specially-engineered white screen material with black polyester backing blocks outside light while reflecting more of your projector's light for a brighter, more vivid outdoor viewing experience.
- It's easy to setup and take down. When we say QuikScreen, we mean it. The whole frame and screen assembly goes up in less than 2 minutes.
- QuikScreen is 100% waterproof, and the frame features tie-down rings for use with the provided tie-down stakes and quick release straps.

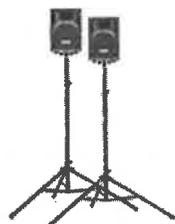
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FINANCING AVAILABLE

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Pair of 10" SAVI Speakers & Pair of easy-setup speaker stands

- 1 'active' (w/ amplifier) and 1 'passive' (fed by connection to the active speaker)
- The unique design of the SAVI™ speaker system complements the Epson™ projector with its perfectly balanced amplification technology.
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- (2) Tripod Speaker Stands



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- Full HD 1080p Blu-ray disc play back and DVD up scaling
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Accessories

- Behringer 502 Mixer
- 20' microphone cable
- Nady SP5 Microphone
- 4 tie-out stakes
- 4 15' cam buckle web straps with hooks
- 50' audio speaker cable (cable with 2 pairs of RCA connectors)
- 50' X Speakon speaker cable (to connect active and passive speakers)
- Digital to Analog converter
- Outdoor extension cord
- Multiple outlet strip
- Gear bag (holds all cables, stakes, cam buckles, extension cord and other accessories)
- TWO Media/storage cabinet (lockable heavy-duty plastic cabinet on wheels)

It's Convenient! It's Portable! It's the SilverScreen Media Cabinet!

Why should a bigger presentation mean a bigger hassle? This handsome pair of media storage cabinets accommodates all your SilverScreen Showcase Series components, including the speakers and stands, providing easy storage and organization and helping you set up and take down your system quickly and efficiently. The media cabinets even double as your projector and media player stands, making everything that much simpler.

The SilverScreen Showcase Series is the ideal solution for:

- Parks & Recreation Departments
- Schools and Universities
- Religious Organizations
- Hotel & Resorts
- Community Centers
- Condo & Apartment Complexes
- Corporate Meetings & Group Outings of All Sorts



This 'super-sized' product in our backyard theater system lineup gives you the extra size, eye-popping video and full-range sound you need to make an unforgettable impression even in front of a large crowd of VIPs. You'll knock your corporate event presentation, film screening, conference video or sales pitch right out of the park when you have the SilverScreen Showcase Series going to bat for you. So make a big impression -- with the big-screen outdoor movie experience provided by the SilverScreen Showcase Series from Backyard Theater Systems!

Can't decide between the Backyard Theater Series and the Showcase Series? Contact us and tell us about your presentation needs - we'll give you honest professional advice as to which product is right

AGREEMENT BETWEEN VILLAGE OF SISTER BAY & SISTER BAY ADVANCEMENT ASSOCIATION

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 a financial contribution 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 a Agreement may be terminated by either party hereto at any time upon ninety 180(90) days prior written notice to the other party. No further grants funding will be paid by the Village to the Association once notice has been given.

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ARTICLE II:

PROMOTIONAL SERVICES

Section 2.1 - 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 may be held on property controlled or owned by the Village and at such locations as shall be approved by the Village Parks Committee.

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 and market the amenities the privileges associated therewith of for the Village of Sister Bay in such annual marketing materials as the Sister Bay brochure and website and each of its units of business, amenities identified as the Sister Bay Marina, the Sister Bay Waterfront Park, the Sister Bay Stage, Village Hall, Sports Complex, Ice Rink, Library and other facilities owned or controlled by the Village of Sister Bay. Individual units of business owned or controlled by the Village may, at their discretion, become individual members of the Association and receive the additional privileges and promotional services as other individual business members.

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 - 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 1-1 st

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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 events hosted by 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 8:00 a.m. and conclude no later than 9:00 p.m. Set up for the performance event may not begin earlier than 6:00 a.m. and take down must be concluded by no later than 12:00 a.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 advertise its own event(s). Where practical, 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 ~~or~~

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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. In turn, the Village shall name the Association as additionally insured on its policy(ies).

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~~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.~~

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ARTICLE V:

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Grant Annual Compensation

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Section 5.1 Annual Grant Compensation:

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

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~~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.~~

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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:

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

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~~IF TO VILLAGE;~~

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

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~~IF TO ASSOCIATION;~~

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

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~~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.~~

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

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~~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.~~

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~~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.~~

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

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~~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.~~

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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, Village of Sister Bay

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ATTEST: _____

Christy Sully, Clerk/Treasurer

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Sister Bay Advancement Association

BY: _____ Date

Drew Bickford, President, SBAA

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Paige Funkhouser, Coordinator, SBAA

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