



MARKETING COMMITTEE MEETING AGENDA

Friday, April 3, 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. Discussion on agreement between SBAA and Village; consider a motion for action if necessary.
2. Introduction of Marketing Director.
3. Discussion on an amendment to the 2015 marketing budget; consider a motion to authorize expenditure of sponsorship and other monies received for marketing/events.
4. Report on sponsorship plan for 2015.
5. 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:

Administration Building
 Library
 Post Office

_____ / _____

Name

1 proved to be very fruitful and productive, and a draft of a revised Operating Agreement was
2 included in the meeting packets. Paige Funkhouser and Bickford noted that the members of the
3 SBAA Board of Directors did have issues with the term “community-oriented promotional
4 services” which is contained in the draft Agreement as the SBAA’s mission is to support the
5 business community. It was the consensus that the previously mentioned term should read,
6 “business community-oriented promotional services”.

7
8 Jackson noted that the Parks Committee granted approval for the SBAA to utilize Village
9 parklands and properties for all the festivals and events which are listed on their 2015 calendar of
10 events on the condition that a formal Fall Fest wrist banding policy must be created. Lengthy
11 discussion took place regarding this issue, and it was eventually the consensus that a provision
12 shall be added to Section 3.5 of the Operating Agreement which reads, “The SBAA will ensure
13 that all persons who consume alcoholic beverages outdoors during the festivals and events which
14 appear on the SBAA’s approved calendar of events will be charged a wrist banding fee of no less
15 than \$2.00.”

16
17 *At 9:14 A.M. a brief recess was taken and the Committee reconvened at 9:20 A.M.*

18
19 The question arose as to why the Marina was required to pay annual membership and
20 website/brochure listing fees, and Funkhouser and Bickford responded that all the Village’s
21 amenities, including the Marina and Boat House, are mentioned in a number of locations on the
22 SBAA’s website and in the Sister Bay brochure, and no fees are charged for any of those listings.
23 The previously mentioned fees were incurred because two years ago Wendy Tatzel, the Marina
24 Manager, decided to have additional marketing done for the Marina and Boathouse. The \$220 is
25 the same fee any other business owner would have to pay for the type of marketing Tatzel chose
26 to have done. It was the consensus that the final sentence of Section 2.4 of the Operating
27 Agreement shall be deleted and replaced with a sentence which states that the Village of Sister
28 Bay will receive the same benefits as any other business owner who chooses to pay membership
29 and website/brochure listing fees.

30
31 During the review process a few grammatical revisions and formatting changes were suggested
32 and Jackson took note of all of them.

33
34 *A motion was made by Solomon, seconded by Bickford that Jackson shall see that all the*
35 *revisions which were agreed upon at this meeting are made to the draft Operating Agreement*
36 *between the Village of Sister Bay and the Sister Bay Advancement Association, and provide a*
37 *copy of the revised document to the SBAA Board of Directors for review and comment ASAP.*
38 *Motion carried – All ayes.*

39
40 Funkhouser and some of the SBAA Board members have already spent a considerable amount of
41 time helping to organize and plan “Midwest Sunsplash”, and Jackson believes it would only be
42 fair for some sort of mechanism to be created whereby the SBAA could use that event as a
43 fundraiser. The suggestion has been made that the SBAA be allowed to solicit sponsorships.
44 Another option would be to allow that organization to sell beer and alcohol during the festival and
45 retain any profits which are realized. Funkhouser and Bickford stated that they believe they could
46 get a sufficient number of volunteers to work at a beer stand. They also believe such a venue
47 would be an excellent testing ground for whatever I.D. wrist banding policies and procedures are
48 established. Work is ongoing on the drafting of a contract between the Village and the organizers
49 of “Midwest Sunsplash”, and, therefore, a decision should be made regarding this issue soon.

50
51

1 *It was the consensus that the SBAA shall be allowed to sell beer and alcohol at “Midwest*
 2 *Sunsplash” on the condition that a formal I.D. wrist banding policy must be established and*
 3 *adhered to. Any profits which are realized as a result of the beer and alcohol sales will be*
 4 *retained by the SBAA.*

5
 6 **Item No. 4. Consider a motion to approve the purchase of an inflatable movie screen and**
 7 **projector; and consider the allocations which should be made for programming:**

8 The Village and the SBAA are considering showing movies in the park during the upcoming
 9 “season”. If movies are to be displayed it will be necessary for a technician to have access to a
 10 movie screen, projector and sound board. Neither the Village nor the SBAA own any of the
 11 previously mentioned equipment, and, therefore, Jackson investigated the portable movie screen,
 12 projector and sound board options which are available, and presented specifications and cost
 13 estimates for those items. If the equipment is purchased, representatives of some local groups
 14 have informed Jackson that they may be interested in renting it.

15
 16 The SBAA Board of Directors addressed this issue at length at their meeting yesterday.
 17 Funkhouser did research regarding the cost of the preferred screen and equipment, and discovered
 18 that it will cost approximately \$6,500. Since work will be done on the Bay Shore Drive and
 19 Beach Reconstruction Projects this year’s “season” will be very short, and, therefore, the SBAA
 20 Board of Directors decided not to purchase the equipment this year. If they do decide to show
 21 movies they will rent the necessary equipment. This issue will be re-addressed by the SBAA
 22 Board of Directors when work is done on the SBAA’s budget for 2016.

23
 24 Solomon suggested that a workable solution to the previously mentioned problem may be for the
 25 Village to purchase a movie projector, screen and sound board and enter into a rent-to-own
 26 agreement with the SBAA. It was the consensus that this would be a good idea.

27
 28 *A motion was made by Enquist, seconded by Bickford that the Marketing Committee authorizes*
 29 *the expenditure of up to \$6,500 for the purchase of a portable movie screen, projector and sound*
 30 *board. Jackson shall see that a rent-to-own agreement between the Village of Sister Bay and the*
 31 *SBAA Board of Directors is drafted with respect to that equipment. The rent-to-own agreement*
 32 *shall be presented to the Committee members for their consideration ASAP. Motion carried – All*
 33 *ayes.*

34
 35 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or**
 36 **referred to a committee, official or employee:**

37 It was the consensus that the following items shall be addressed at the next meeting of the
 38 Marketing Committee:

- 39
 40 • **Consider a motion to convene into closed session pursuant to Wis. Stats.,**
 41 **§19.85(1)(e) to deliberate or negotiate the purchase of public properties, the**
 42 **investment of public funds, or conduct other specified public business, whenever**
 43 **competitive or bargaining reasons require a closed session:**
 44 • **Consider a motion to reconvene into open session:**
 45 • **Consider a motion to take action, if required:**

46
 47 **Adjournment:**

48 *A motion was made by Bickford, seconded by Enquist to adjourn the meeting of the Marketing*
 49 *Committee at 10:19 A.M. Motion carried – All ayes.*

50
 51

1 Respectfully submitted,



2
3 Janal Suppanz,
4 Assistant Administrator
5

**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 business 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 business 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 promote and support~~ 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 90(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 give~~ after the 90 day notice period terminates.

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, Properties and Streets Committee ~~Village.~~

For this contract year, the Association agrees to continue to sponsor their promotional events, including, but not limited to the following:

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

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 therewithof~~ ~~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 grant 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~~ for Association use, 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, 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 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 may and~~ must be granted by the Village Parks, Properties and Streets Committee.

Section 3.5 ~~–~~ — Fees: ~~FF~~ 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 ~~–~~ — Wristbands: Festival attendees of legal age choosing to purchase and consume alcohol during festivals shall be wristbanded while consuming alcohol on Village controlled property (State or local rights of way, public parks/facilities, public parking lots, and properties with control agreements with the Village), or on any unscreened commercial private premises where consumption may be observed from public streets. Attendees must provide proof of identification to verify legal age. Wristbands may must be sold to festival attendees for a sum of not less than \$1, with money retained by the organization selling the wristbands. The Association shall be responsible for ensuring that businesses and vendors in the event area comply with this provision. A violation of this provision shall result in a penalty of \$500 per occurrence, the sum of which shall be withheld from funds described in 5.1 of this agreement.

Section 3.76 ~~–~~ — 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. 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 ~~or~~

policies of insurance issued by licensed and reputable insurance companies authorized and qualified to underwrite such risks. ~~—The Association shall~~ 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. ~~ed.~~ In turn, the Village will procure and maintain its own insurance, per the requirements listed above for the Association, against such risks in such amounts as are customarily insured for such services. -s

ARTICLE V:

Grant Annual Contribution

Section 5.1 — Annual Grant Contribution:

- Direct ~~Grant Contribution 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.

~~**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 5.23 _ — 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 5.34 _ — Quarterly Annual Reporting: -The Association shall report to the Village on an annual -basis (submitted by ~~the 1st February y1~~) the success of the events sponsored in the previous year by SBAA ~~and the Village~~ under this agreement. ~~The Association will make empirical measurements of event success.~~ This report will include: traffic counts, attendance estimates, event revenue, expenses, traffic counts using the Village's traffic counter, and an observation 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 67.1 _ — 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 76.2 _ — 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 76.3 _ — 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 6.4 – Notices: Notice to either party shall be given to the following:

~~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 76.5 — 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 67.6 — No Assignment. — This Agreement may not be assigned by the Association to any third party.~~

~~Section 76.7 — 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 76.8 — 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 any time be, or be considered, a joint venture by and between the Association and the Village.~~

~~Section 76.10 — 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 by their name.

VILLAGE OF SISTER BAY

BY: _____ Date
Dave Lienau, President, Village of Sister Bay

ATTEST: _____
Christy Sully, Clerk/Treasurer

SISTER BAY ADVANCEMENT ASSOCIATION

BY: _____ Date
Drew Bickford, President, SBAA

Paige Funkhouser, Coordinator, SBAA Date



Annual Village Events Sponsorship

Description	Quantity	Monthly Cost	Annual Cost
Best Annual Sponsorship	12	\$ 500	\$ 6,000
Better Annual Sponsorship	12	\$ 250	\$ 3,000
Good Annual Sponsorship	12	\$ 100	\$ 1,200
Participating Annual Sponsorship	12	\$ 50	\$ 600
Annual Event Sponsor	12	\$ 25	\$ 300
Dog house sponsorship	12	\$10	\$ 120

Best

- Name in radio, print and all earned media advertising when applicable
- Name on all rack cards and brochures when applicable
- Largest size logo on sponsor banners prior to and at all Village events.
- Sponsor Banner on Ice Rink wall (Optional one time Banner purchase through the Village at \$75 for each banner)
- Sponsor Banner at Waterfront Park for The entire 26 showings of "Movies in the Park"
- Sponsor Banner at the Sister Bay Ice Rink
- Sponsor Banner on the fence at the Sister Bay Dog Park
- Sponsor Banner inside the Village Hall
- Sponsor Banner at all beach events including volleyball tournaments ect.
- Promotional Signage on at least one and up to four - Highway 57- Highway 42 - Gateway Park - Sister Bay Marina
- Vendor Space at applicable events

Better

- Name on all rack cards and brochures when applicable
- Mid-sized logo on sponsor banners prior to and at all Village events.
- Sponsor Banner on Ice Rink wall (Optional one time Banner purchase through the Village at \$75 for each banner)
- Sponsor Banner at Waterfront Park for The entire 26 showings of "Movies in the Park"
- Sponsor Banner on Theresa K. Highlander memorial ice rink wall
- Sponsor Banner on the fence at the Sister Bay Dog Park
- Vendor Space at applicable events

Good

- Logo on sponsor banners prior to and at all Village events
- Sponsor Banner on Ice Rink wall (Optional one time Banner purchase through the Village at \$75 for each banner)
- Sponsor Banner at Waterfront Park for The entire 26 showings of "Movies in the Park"
- Sponsor Banner on Theresa K. Highlander memorial ice rink wall
- Sponsor Banner on the fence at the Sister Bay Dog Park
- Vendor Space at applicable events

Participating

- Logo on sponsor banners prior to and at all Village events
- Sponsor Banner at the Sister Bay Ice Rink
- Sponsor Banner on the fence at the Sister Bay Dog Park

Event

- Logo on sponsor banners prior to and at all Village events

Doghouse

- Sponsor Banner on the fence at the Sister Bay Dog Park

Accepted by: _____ **Date:** _____

Business: _____

Email : _____

Mailing Address: _____

City, State, Zip: _____

I agree to pay with this agreement

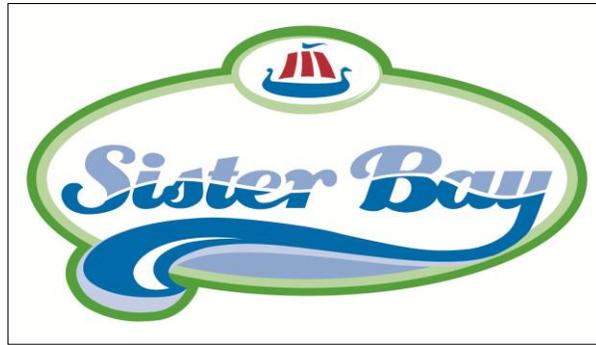
I agree to pay the invoice within the billing terms of net 10 days from the date of invoice.

I agree to pay with credit card – MasterCard and Visa accepted

Name as it appears on card: _____

Card Number: _____

Expiration Date: _____



Village Event Sponsorship

Description	Quantity	Cost
Best Sponsorship	1	\$ 500
Better Sponsorship	1	\$ 250
Good Sponsorship	1	\$ 100
Poker Run location	1	\$ 50
Event Sponsor	1	\$ 50
Dog house sponsorship	1	\$ 10

Best

- Name in radio, print and all earned media advertising if applicable.
- Name on all rack cards and brochures if applicable.
- Largest size logo on sponsor banners prior to and at events.
- Sponsor Banner at events - Optional one time Banner purchase through the Village at \$75 each
- Promotional Signage on at least one and up to four - Highway 57- Highway 42 - Gateway Park - Sister Bay Marina
- Promotional material in participant swag bags
- Poker Run location if applicable
- Vendor Space at Event

Better

- Name on all rack cards and brochures if applicable
- Mid-sized logo on sponsor banners prior to and at events
- Promotional material in participant swag bags
- Poker Run location if applicable

-
- Vendor space at Event

Good

- Logo on sponsor banners prior to and at all events
- Sponsor Banner on the fence at the Sister Bay Dog Park
- Promotional material in participant swag bags
- Poker Run location if applicable
- Vendor space at event

Poker Run Sponsor

- Poker Run location

Event

- Logo on sponsor banners prior to and at all events

Doghouse

- We thank you

Accepted by: _____ **Date:** _____

Business: _____

Email : _____

Mailing Address: _____

City, State, Zip: _____

I agree to pay with this agreement

I agree to pay the invoice within the billing terms of net 10 days from the date of invoice.

I agree to pay with credit card – MasterCard and Visa accepted

Name as it appears on card: _____

Card Number: _____

Expiration Date: _____

Wednesday, March 25, 2015

Calendar of Village Events

- **May 16th Village Wide Rummage Sale/Antique Show**
Individual sales throughout the Village with a guided map. Antique and specialty dealers along Mill Rd.
- **May 24th Sister Bay's Car and Motorcycle Show** classic car and motorcycle show in the Shopko parking lot. Poker run, prizes, Beat-A-Junker, food, drink, music and Children's entertainment with the "Hillbilly Science Show"
- **July 18th Marina Fish Boil** Experience what made Door County famous while taking in the breathtaking view at the Sister Bay Marina.
- **August 7th and 8th Sunsplash Festival** Two days of Roots, Rock and Reggae. Live music, dancing, vendors, food, art and camping.
- **September 5th and 6th Marinafest** Saturday: Live music, food, fun, fireworks and a waterski show put on by *Waterboard Warriors*. Sunday: Timberworks Lumberjack show. Log rolling, axe throwing, speed climbing and more!
- **December 31st New Year's In with a Bang** Open rink Skate with a warming fire at the TKH Ice rink from 4:00 - 9:00 with Fireworks show at 8pm.

From: [Jason Polecheck](#)
To: [Janal Suppanz](#)
Subject: Fwd: Revised movie list
Date: Tuesday, March 31, 2015 3:11:14 PM

Jason Polecheck
Marketing Director
Village of Sister Bay
(920) 421-4419 cell
(920) 854-4118 office
(920) 854-9637 fax

Begin forwarded message:

From: Jason Polecheck <jasonpolecheck@gmail.com>
Date: March 31, 2015 at 12:15:55 PM CDT
To: "<coordinator@cometosisterbay.com>"
<coordinator@cometosisterbay.com>
Subject: Revised movie list

[5/23](#) The Love Bug
[7/3](#) Wizard of Oz
[7/4](#) [Night](#) of the Living Dead
[7/11](#) Willy Wonka
[7/18](#) Houseboat
[7/25](#) ET-Annie Hall
8/1 Goonies
[8/15](#) Blazing Saddles
[8/22](#) Neverending Story
[8/29](#) Caddyshack
9/5 Pirates of the Caribbean
[9/12](#) ~~Roadhouse Pee Wee's Big Adventure~~ American Flyers
[9/19](#) Freaks
[9/26](#) Casablanca

Jason Polecheck
Marketing Director
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