



## **WCWCVB October 5, 2022 Special Board Meeting**

Hmong American Center  
1109 North 6<sup>th</sup> Street  
Wausau, WI 54403

**In-Person Meeting and also available on Zoom**

Refreshments and lunch will be available

### **CVB Mission and Vision Statements as of 9/8/22**

**Mission Statement:** CVB is a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

**CVB Vision Statement:** CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination communities.

### **Meeting Agenda**

- |   |                   |
|---|-------------------|
| <b>1. Call To Order</b>   | <b>Fisher</b>     |
| <b>2. Roll Call</b>   | <b>Patel</b>      |
| <b>3. Strategic Planning</b>  | <b>Fisher/Day</b> |
| a. Review outcome statements  |                   |
| b. Discuss critical issues  |                   |
| c. Review organization strengths and opportunities                                |                   |
| d. Identify core strategic issues to be addressed in next 2-3 year business plan. |                   |
| <b>4. Approval of September 8, 2022 Meeting Minutes</b>                           | <b>Fisher</b>     |
| <b>5. Discussion and Approval of Updated Marketing Plans</b>                      | <b>White</b>      |
- Material can be found at: <https://www.visitwausau.com/board-of-directors-documents/>

- |  |                      |
|--|----------------------|
| <b>6. Discussion and Approval of Architect design of the Wausau CVB Building and Inside Visitor Center for ARPA Grant Presentation (Funktion Design)</b> | <b>White/Maguire</b> |
| <b>7. Discussion of Approval of Sports Authority Grants</b><br>a. HEMA (Historical European Martial Arts)  | <b>Ockwig</b>        |
| <b>8. Committee Reports</b><br>a. Executive Committee<br>b. Personnel Committee<br>c. Nomination Committee<br>d. Building Committee                      | <b>Fisher</b>        |
| <b>9. Unfinished Business</b>  | <b>Fisher</b>        |
| <b>10. New Business</b>  | <b>Fisher</b>        |
| <b>11. Announcements or Requests</b>   | <b>Fisher</b>        |
| <b>12. Next Meeting Date:</b><br>a. November 2022/certain date discussion  | <b>Fisher</b>        |
| <b>13. Adjourn Meeting</b>   | <b>Fisher</b>        |

**Zoom Meeting Links:**

Topic: CVB Board of Directors

Time: Oct 5, 2022 12:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/86532095548?pwd=RUxxdCsySDRxaGdGNys2bmEwZFNxdz09>

Meeting ID: 865 3209 5548

Passcode: 296273

One tap mobile

+13126266799,,86532095548#,,,,\*296273# US (Chicago)

+16465588656,,86532095548#,,,,\*296273# US (New York)

# **WCWCVB Draft Outcome Statements**

**Revised 9/20/2022**

1. Stakeholder support - CVB pursues strategic cooperative working relationships. Regional municipal governments, community groups and volunteers enthusiastically support CVB and are rewarded by the organization's success.
2. Stakeholder Experience - Tourism oriented Businesses and volunteer organizations experience growth and are prospering from the CVB's success.
3. Destination Development - The Wausau area region is recognized for its excellent tourism opportunities and quality of services as evidenced by the number of visitors who travel to the area for tourism and report great satisfaction with their experience.
4. Financial Success - CVB is Financially stable and self sustaining, generating the return on investment needed to aggressively promote the region, grow sponsorships and continued development of the regions tourism opportunities.
5. Brand Differentiation - CVB establishes a distinctive Brand which strategically differentiates the Wausau regions communities from competing alternatives
6. Technology Sophistication - CVB is an early adopter of technology continuously improving communication capabilities, using best practices, and experiencing increased activity and results.
7. Future Oriented - CVB anticipates the future, and leads in marketing preparedness, assisting its stakeholders to be successful in a changing environment.

# **CVB Critical Issues**

**9/20/2022**

1. Development and communicate a strategic community distinction / competitive differentiation position based upon Wausau regional community attributes and quality of services. ( forget “ time is on your side”).
2. Enhance CVB community visibility and recognition as the region’s premiere tourism marketing organization.
3. Facility needs clarification / development. Determine the need for a visible tourism center facility based upon changing environment, decide upon the future of the currently owned facility.
4. Develop website capabilities with a futuristic design and capabilities.
5. Develop a future strategy for the Sports Authority organization including fiscal independence, organizational governance including Board and advisory committee(s).
6. Establish and grow consistent financial support for CVB.
7. Establish CVB Board Of Directors Board Policies and Governance participation and leadership.



## September 8, 2022 Board Meeting Minutes

Hmong American Center

12:00 pm

Board Meeting called to order by Fisher. Roll call taken by Maguire.

**Present:** Steve Krahn, Gaylene Rhoden, Sean Wright, Jamie Polley, Greg Fisher, Liz Brodek, Hooshang Zeyghami, Nick Patel, Yee Leng Xiong, Jon Kluever, Tim White, Jodi Maguire, and Nick Ockwig.

Denny Richmond and Tim Van De Yacht joined on Zoom.

**Absent:** Al Opall and Jay Govardhan.

**Guest:** Dr. Ken Day – leading the strategic planning process. Jared Grande from the Town of Rib Mountain attended on Zoom.

Call for a motion to accept the August 2, 2022 meeting minutes as printed by Fisher. Motion to accept made by Patel second by Krahn, approved by all.

### Treasurer's Report

Krahn reported the Sports Authority is losing funds currently due to the purchase of the medals and the full payout to the Mosinee Figure Skating Club. Krahn explained seed funds were always paid out to the figure skating club before the event and in 2021 they did not request funds so full amount was paid out in 2022 which reflects the bottom line. White stated to the board the current budget for 2023 is being reviewed and looking for ways to cut expenses. Polley asked Krahn if the budget figures are year to date or the full year budget for 2022. Krahn stated they are year to date figures. Krahn moved onto the CVB financials and stated they are misleading due to the marketing grant of \$375,000. Bottom line is showing a sufficient profit due to the grant. Krahn also pointed out the PPP loans the CVB received and how they are

resolved and accounted for on the profit and loss. Patel asked if everything was resolved with the PPP funds. Maguire stated the bank made an offer for the CVB to pay the balance in full by June 30<sup>th</sup> and they would make a commitment of paying \$10,000 of the loan amount. Maguire also stated payments are due in October for the Disaster Loans the CVB and Sports Authority took out. Krahn stated these loans are not forgivable but have a lower interest rate of 3% over a longer payment period.

Motion to accept the Treasurer's Report by made Fisher. Motion to accept made by Rhoden, second by Patel, approved by all.

#### Nominations

Fisher stated to the Board of Directors an At Large seat is available and with Xiong stepping down from President role in June, he would need to be voted into the At Large seat. Fisher stated Xiong plays an important role in our community and is a valuable member to have on the CVB Board. Fisher asked for motion to approve Yee Leng Xiong as a Board of Director member on the Wausau CVB board. Motion made by Polley second by Kluever, approved by all.

Fisher stated there is an open seat as Vice President on the board. Fisher stated he took on more responsibilities at Granite Peak with the purchase of the new ski resorts and would like to fill the open seat of Vice President. Fisher asked if there were any nominations. Patel nominated Rhoden as the Vice President. Rhoden stated she would fill the position but asked how it would work with the Town of Rib Mountain's seat on the board since it is a sharing role between Rhoden and Opall. Fisher stated it would be difficult and asked for any other nominations. Polley nominated herself and stated she would be more than happy to serve as Vice President, with Wright supporting and making the final nomination for Polley. Patel withdrew his nomination for Rhoden with Rhoden being in favor of Polley taking on the role as Vice President. Motion to accept nomination of Polley as the Vice President seat on the Wausau CVB board made by Fisher. Motion to accept made by Patel second by Kluever, approved by all.

#### Marketing Plan

White passed out a handout with the 2023 proposed marketing plan on how the grant funds would be used to pay for the marketing plan. Patel asked about Zartico and how data is generated. White explained how the program works and how it tracks outside visitors and shows target markets that are coming to our area. Xiong asked about Discover Wisconsin and how there were two expenses for it. White explained the \$10,000 commitment is for the Marathon County episode and explained how the CVB partnered with the County and would receive B-rolls of what was covered. White explained the second expense as an episode for the Greater Wausau Area. Stated episode would highlight items that were not apart of the County's. Xiong asked when the last episode of our area was done, and White stated the Ginseng Festival of 2017. Xiong asked what target demographics are being viewed in the potential marketing plan. Xiong asked if Hispanic or Hmong communities are apart of the target market. White stated Wildman Productions are making diverse videos to show the Greater Wausau area as a place to visit. Xiong asked how much funds would go directly to the

markets of the Hispanic or Hmong. Fisher stated he would like to see a detailed marketing plan and go along with the budget funds White is proposing. Fisher asked White if he could show the marketing tools that are being used and have examples. Examples would be how the Visitor Guide will look or what type of messages would be going on the ads or how we would market the venues in our area. White stated he could, Fisher asked the board to table marketing plan discussion until the next meeting. Patel stated tournaments and sporting events generate overnight stays to our area and stated a focus still needs to be on this. White explained sports was a focus in the past and now it is time to focus on the leisure travel and arts & cultural. Patel stated he agrees there needs to be equal balance of all. Discussion between board members on the past and current focus is or was took place between members. Wright asked how we are recruiting events and marketing our venues to generate stays and visits to the area. Fisher asked White to bring more information on examples of the marketing to the next meeting and suggested we table to the marketing discussion until then.

Fisher asked if there were any committee updates:

Executive Committee: none

Personnel Committee: none

Nomination Committee: none

Building Committee: none

Patel asked the Board of Directors for a status update on the building. White stated the Board agreed to table the building discussions until the strategic planning is complete.

#### Updates of Events/Grant Approvals

Fisher asked Ockwig and Maguire if the update of events could be skipped due to the time limits. Ockwig and Maguire stated yes and Ockwig stated he had a grant approval.

Ockwig presented the Board with the MC United Soccer Fall 2022 Tournament and stated financials were attached within the packet. Zeyghami asked how much registration is per team. Ockwig stated around \$350 to \$400 depending on level but also pointed out no registration's funds are taken in for local team due to the families working the event.

Motion to accept the MC United Soccer Fall 2022 tournament in the amount of \$3,500 as printed made by Fisher. Motion to accept made by Zeyghami second by Wright, approved by all.

Fisher turned the floor over to Dr. Ken Day to start the third strategic planning stage.

Day asked the Board of Directors if they had any changes to the Mission and Vision Statement that was discussed at the last meetings. Xiong asked about the marketing word in the mission statement and asked if it could be moved within the sentence and not be at the beginning. Xiong stated it with it being at the beginning of the mission statement it could lead to the conclusion we are just a marketing organization. Discussion on the wording between the members took place. Day will revise statements and bring back at the next meeting.

Day asked about the outcome statements and if anyone had any changes or questions. Brodzek suggested some changes or clarification on stakeholder support and the use of strategic wording in the outcomes. Day will revise outcomes from the discussion and bring back at the next meeting.

Day asked the board additional questions on how the community sees the CVB and if we are visible. Day asked if a visitor center is needed and asked about board support and board attendance.

Fisher asked the Board for a good meeting date in October to continue the strategic planning. Date of October 5<sup>th</sup> was agreed one. Location will be at Hmong American Center. Call for a motion to adjourn by Xiong, second by Krahn, approved by all. 1:52 pm.





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Wausau, WI 54401  
Melody 715-571-8122  
Rick 920-379-7133  
melody@funktiondesignstudio.com  
rick@funktiondesignstudio.com

## SERVICES AGREEMENT

August 2, 2022

Tim White, Executive Director  
Central Wisconsin Convention and Visitor Bureau  
227460 Shrike Ave  
Wausau, WI 54401

Subject: P22.026 Central Wisconsin Convention and Visitor Bureau existing building due diligence review and conceptual schematic design of a new facility - Proposed Professional Services

This is an Agreement for services between Funktion Design Studio LLC, Wausau, Wisconsin (Consultant) and Central Wisconsin Convention and Visitor Bureau (Client). The Consultant will provide the following services:

### Scope of Services

The scope for professional services for this project is to prepare an Architectural diligence report on the existing facility owned by the Central Wisconsin Convention and Visitor Bureau at 227460 Shrike Ave, Wausau, WI 5440, to include review of the existing client provided documentation of the previous observations, arm's length visual observation, summarized report with an opinion of probable cost for environmental mitigation, repairs and operational alterations. Comparison conceptual design of a new facility to meet the programming as defined by the client with square footage opinion of probable cost.

### Basic Services

Funktion Design Studio, LLC (Consultant) will provide professional services to Central Wisconsin Convention and Visitor Bureau (Client) as follows:

### Phase One – Predesign Services

#### ***A. Data Gathering:***

- Gather and review site information provided by the client
- Obtain municipal water and sanitary locations from the Town of Rib Mountain GIS mapping
- Arm's length observation of the existing building
- Due diligence summary report of the existing building with an opinion of probable cost

#### ***B. Project Kick Off Meeting: On site meeting with Funktion Design Studio, LLC***

- Conduct a meeting with the client to evaluate and discuss the project specific requirements and design objectives for the conceptual programming current and future needs along with associated functions of the Central Wisconsin Convention and Visitor Bureau
  - Review project goals and desired outcomes
  - Programming interior and exterior functions
  - Review site requirements
  - Review building aesthetics

## **Phase Two – Schematic Conceptual Design Services:**

### ***A. Project Concept Evaluation:***

- Funktion Design Studio will develop an approach to the conceptual schematic design of the program functions and incorporating specific requirements discussed during the kickoff meeting. The FDS Design Team will evaluate the specific facility requirements and design objectives:
  - Program Spaces/Functionality
    - Review square footage allocations and program standards
    - Open lobby for visitors
      - Observe displays, obtain verbal and printed information, interact with staff at a help desk
      - Room for displays, merchandise, informational kiosks
      - Comfortable seating with lounge area with emphasis on the view and fireplace focal point
    - Conference room for community use
    - Small break area with kitchenette
    - One private office
    - Open office concept up to 4 flexible transit workspaces
    - Workroom to accommodate printing, assembly of materials, mail
    - Restroom accommodations accessible to staff and patrons
    - Sports authority storage
    - General building storage
    - Barrier free design
  - Proposed facility interior and exterior design input
    - View of Rib Mountain
    - Large, glazed openings
    - Exposed MEP at ceiling
    - Industrial design influences with natural stone and exterior wood elements
    - Introduction of solar PV roof panels and appropriate sustainable design objectives for passive thermal design advantages (orientation, shading, thermal glazing options, low flow fixtures, occupancy sensors, permeable site features)
  - Site Development
    - Establish the relationship of the facility to the adjacent street, existing drives, loading/unloading, outdoor playground, car charging station
    - exterior walk-in cooler access, employee entrance and utilities
  - Preliminary building code review
  - Prepare conceptual floor plan to illustrate the required space needs, adjacency functions, and objectives for the new building

### ***B. Presentation of the Conceptual Schematic Design: On site meeting with Funktion Design Studio***

- Conduct presentation of the Conceptual Schematic Design program and drawings to the client and answer questions regarding the Conceptual Schematic Design
- Revise Building Program/Schematic Design to incorporate Client's ideas and directives

## **Phase Three – Design Development Services (future services not included in this proposal)**

### ***A. Prepare Design Development Documents based on Approved Conceptual Design:***

- Architectural Design
  - Prepare Design Development floor plan including:
    - Exterior walls with fenestration, overall building dimensions
    - Preliminary mechanical & electrical spaces; shafts and chases

### ***B. Presentation of the Design Development/OPC: On site meeting***

- Conduct presentation of the Design Development to the client and answer questions regarding the Design Development

### **C. Finalize Design**

- Revise Design Development documents to incorporate client's ideas and directives
- Client sign-off on final design

## **Phase Four – Construction Documentation Services (future services not included in this proposal)**

### **A. Construction Document Preparation**

- Documents will be based on the approved final Design Development Documents
- Use CAD Software to create electronic drawings (Revit, AutoCAD, Civil 3D)
- Construction Documents will consist of Architectural Drawings and Structural Drawings
- Construction Documents will include:
  - Title and Index Sheet
  - General Notes and Egress Plan
  - Site Plan (conceptual showing setbacks and access designations)
  - New Work Plan
  - Door, Window, Details and Schedule
  - Room Finish Schedule
  - Front Exterior Elevation
  - Building Cross Section and Details
  - Enlarged Floor Plans and Accessory Key Legend
- Review final design for code compliance with the Wisconsin Commercial Building Code

### **DSPS Approval Process**

- Review and submit the Structural Calculations for lintels and beams required framing
- Prepare and submit documents for DSPS State Review
- Building Architectural Plan Approval Fee to be paid by Funktion Design Studio, LLC and reimbursement by client

## **Phase Five – Construction Basic Services: (future services not included in this proposal)**

### **Construction Site Visits**

- Architectural Representative will conduct a total of three site visits appropriate to the stage of construction to determine in general if work is in compliance with the Construction Documents, Additional site visits required by the Client or governmental agencies will be additional services. Extra visits will be billed at a time and material basis.
- Review and react to varying conditions discovered during construction per the request of the Client will be reviewed and billed at a time and material basis.

### **Project Closeout**

- Visit the site at substantial completion, prepare and issue DSPS Compliance Certificate for the Building.

### **Additional Services:**

We can provide additional services as may be required or requested. Funktion Design Studio, LLC will provide a Proposal for such services upon request.

## Basis for Compensation

Compensation for Phase One and Phase Two of our work will be based on our standard hourly billing rates and expenses, our opinion of compensation is \$ 7,850 for the base services as outlined under the scope of services.

## Summary of Professional Services

### Funktion Design Studio Team, Professional Services Fee

Phase One: Predesign Services (2-3 weeks)	Hours			Amount
	Arch	PMgr	Tech	
<b>A. Organize, Data gathering and Research the Project</b>				
Project Management/Coordination		2		\$210
Evaluate client provided data and previous reports	2	4		\$640
Existing building evaluation, report document and OPC	4	4	4	\$1,240
<b>B. Project kick off meeting</b>				
<b>Kick off prep and meeting</b>	1	3		<b>\$425</b>
<b>Phase Two: Conceptual Schematic Design (3-5 weeks)</b>				
<b>A. Project Concept Evaluation - New building</b>				
Program Spaces/ Functionality	2			\$220
Site Development Concept		2	2	\$400
Conceptual Design Input	2	4	4	\$1,020
Scope documents plan, elevation, site	2		24	\$2,500
<b>Concept/Design Input meeting</b>	<b>1</b>	<b>1</b>		<b>\$215</b>
OPC		2		\$210
<b>Present Initial Concept/Design meeting</b>	<b>1</b>	<b>1</b>		<b>\$215</b>
Initial Meeting revisions			2	\$190
<b>D. Meet with Owner to Present Final Design - Approval</b>				
Present Final Concept	1	1		<b>\$215</b>
<b>Subtotal</b>	<b>10</b>	<b>14</b>	<b>32</b>	<b>\$7,700</b>
Reimbursable estimate				\$150
<b>Funktion Design Studio Team, Basic Services Professional Services Fee</b>				<b>\$7,850</b>

## Reimbursable Expenses

Reimbursable Expenses are in addition to compensation for Basic Services and include expenses incurred by Funktion Design Studio, LLC employees and consultants directly related to the Project. Expenses will be billed at cost plus 5%. Mileage will be billed at the current IRS rate. Reimbursable expenses usually include, but are not limited to, the following, and are charged at cost:

- Mileage expense, postage, and reproduction copies

## Project Personnel

Your Project Manager will be Melody Hamlin, Associate AIA who may be reached by telephone at 715-571-8122 or email at melody@funktiondesignstudio.com. Rick Schroeder, AIA will be the Project Architect and secondary contact who may be reached by telephone at 920.379.7133 or email at rick@funktiondesignstudio.com.

## Client Responsibilities

The Client shall provide, or make available, all relevant information and data pertaining to this project to Funktion Design Studio, LLC. The Client shall also provide access to all private and public property which may be necessary required for Funktion Design Studio, LLC to perform their services. Client is responsible for any permitting and plan review fees.

**Time Frame**

We will commence work on this Project not later than September 1, 2022, and upon receipt of your accepted copy of this Proposal/Agreement.

Proposed Tentative Schedule:

- Phase One – Predesign Services (2-3 weeks)
- Phase Two – Schematic Conceptual Design Services: (3-5 weeks)


**Standard Consultant Provisions**

Included as part of this Agreement are our Standard Agreement Provisions, which are, hereby, made a part of this Agreement.

**Acceptance**

Return one signed copy to our office and retain a copy for your file. This agreement is valid for thirty (30) days.

**Signature**

	Secretary	August 2, 2022
_____	_____	_____
Function Design Studio LLC (Consultant)	Title	Date

_____	_____	_____
Client (Authorized Agent of Client)	Title	Date

# **Funktion Design Studio. LLC**

## **Standard Agreement Provisions**

### **1. Billings and Payments**

Funktion Design Studio. LLC (Consultant) will provide Client with monthly invoices. Payment is due upon receipt. Amounts unpaid after 30 days will bear interest of 1.5% per month (18% annually) until paid.

### **2. Construction Phase Services**

If this Agreement provides for any construction phase services by Consultant, it is understood that the Contractor, not Consultant, is responsible for the construction of the project, and that Consultant is not responsible for the acts or omissions of any contractor, subcontractor or material supplier; for safety precautions, programs or enforcement; or for construction means, methods, techniques, sequences and procedures employed by the Contractor.

### **3. Dispute Resolution**

Client and Consultant agree that they shall first submit any and all unsettled claims, counterclaims, disputes, and other matters in question between them arising out of or relating to this Agreement to mediation in accordance with the Construction Industry Mediation Rules of the American Arbitration Association in effect at the date of this agreement.

### **4. Force Majeure**

Neither party shall be deemed in default of this Agreement to the extent that any delay or failure in the performance of its obligations results from any cause beyond its reasonable control and without its negligence.

### **5. Hazardous Environmental Conditions**

It is acknowledged by both parties that Consultant's scope of services does not include any services related to the presence at the site of asbestos, PCB's, petroleum, hazardous waste or radioactive materials. Client acknowledges that Consultant is performing professional services for Client and Consultant is not and shall not be required to become an "arranger," "operator," "generator" or "transporter" of hazardous substances, as defined in the Comprehensive Environmental Response, Compensation, and Liability Act of 1990 (CERCLA).

### **6. Indemnification**

Client and Consultant each agree to indemnify and hold the other harmless, and their respective officers, employees, agents and representatives from and against liability for all claims, losses, damages and expenses, including reasonable attorney's fees, to the extent such claims, losses, damages, or expenses are caused by the indemnifying party's negligent acts, errors or omissions. In the event claims, losses, damages or expenses are caused by the joint or concurrent negligence of Client and Consultant, they shall be borne by each party in proportion to its negligence.

### **7. Limitation of Liability**

In recognition of the relative risks and benefits of the Project to both the Client and the Consultant, the risks have been allocated such that the Client agrees, to the fullest extent permitted by law, to limit the liability of the Consultant and the Consultant's officers, directors, partners, employees and sub-consultants (hereinafter jointly referred to as "Consultant") to the Client for any and all claims, losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes, including attorneys' fees and costs and expert witness fees and costs, so that the total aggregate liability of the Consultant for the entire Project which is the subject of this Agreement, regardless of how limited in scope the services under this Agreement may be, shall not exceed \$100,000.00, or the Consultant's total aggregate fee received for services for the Project, whichever is less.

### **8. Opinion of Cost**

When included in Consultant's scope of services, opinions or estimates of probable construction cost are prepared on the basis of Consultant's experience and qualifications and represent Consultant's judgment as a professional generally familiar with the industry. However, since Consultant has no control over the cost of labor, materials, equipment or services furnished by others, over contractor's methods of determining prices, or over competitive bidding or market conditions, Consultant cannot and does not guarantee that proposals, bids, or actual construction cost will not vary from Consultant's opinions or estimates of probable construction cost.

### **9. Standard of Care**

The standard of care for all professional services performed or furnished by Consultant under this Agreement will be the skill and care used by members of Consultant's profession practicing under similar circumstances at the same time and in the same locality. Consultant makes no warranties, express or implied, under this Agreement or otherwise, in connection with Consultant's services.

### **10. Termination of Contract**

Client may terminate this Agreement with seven days prior written notice to Consultant. Failure of Client to make payments when due shall be cause for suspension of services or, ultimately, termination, unless and until Consultant has been paid in full all amounts due for services, expenses and other related charges.

### **11. Ownership of Documents**

All documents prepared or furnished by Consultant pursuant to this Agreement are instruments of Consultant's professional service, and Consultant shall retain an ownership and property interest therein. Consultant grants Client a license to use instruments of Consultant's professional service for the purpose of constructing, occupying and maintaining the Project. Reuse or modification of any such documents by

Client, without Consultant's written permission, shall be at Client's sole risk, and Client agrees to indemnify and hold Consultant harmless from all claims, damages and expenses, including attorney's fees, arising out of such reuse by Client or by others acting through Client.

## **12. Use of Electronic Media**

Copies of documents that may be relied upon by Client are limited to the printed copies, (also known as hard copies) which are signed or sealed by Consultant. Files in electronic media format or text, data, graphic or other types that are furnished by Consultant to Client are only for convenience of Client. Any conclusion or information obtained or derived from such electronic files will be at the user's sole risk. When transferring documents in electronic media format, Consultant makes no representations as to long-term compatibility, usability, or readability of documents resulting from the use of software application packages, operating systems or computer hardware differing from those in use by Consultant at the beginning of this assignment.

Rev. 1/2019

# Statement of Qualifications for Architectural Services for the:

## Central Wisconsin Convention and Visitor Bureau



**Presented to:**

**Central Wisconsin  
Convention and  
Visitor Bureau**

Attn.: Tim White  
Executive Director  
227460 Shrike Ave  
Wausau, WI 54401

**August 2, 2022**

***FUNKTION***  
**Design Studio**

207 Windtree Drive  
Wausau, WI 54401







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Melody 715-571-8122  
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[rick@funktiondesignstudio.com](mailto:rick@funktiondesignstudio.com)

August 2, 2022

Tim White, Executive Director  
Central Wisconsin Convention and Visitor Bureau  
227460 Shrike Ave  
Wausau, WI 54401

Dear Tim

Funktion Design Studio thanks you for the opportunity to provide your organization with a proposal for Architectural services including an evaluation and due diligence report of existing facility located at 227460 Shrike Ave, Wausau, WI 54401 and the conceptual schematic design for a new Central Wisconsin Convention and Visitor Bureau facility.

We bring the expertise necessary to collaborate with you, staff and stake holders to create a successful project. We will engage you in a collaborative design process where together we will clearly define the functional, spatial, cultural, technical, sustainable and aesthetic requirements of the design. Stakeholder engagement is a vital part of every project our team works on.

The Central Wisconsin Convention and Visitor Bureau will benefit from our extensive experience in Public Space architecture and vast experience in multiple project delivery methods, knowledge and understanding of regulatory requirements, design standards and functional operation flow of public spaces and environments.

Committed to exceeding our client's expectations, we understand that designer/client collaboration is key to building consensus for a particular design approach and to ensure that the design is appropriate for the client and the Clients they serve. We partner with our clients, we understand our clients, we listen...we don't dictate...but we guide our clients to achieve their goals. Our interactive design process with you, staff and the stakeholders will be fun, engaging and interactive, arriving at creative solutions to be translated into a graphical design and developing consensus as to which solutions best serve the needs of the Central Wisconsin Convention and Visitor Bureau.

Sincerely,

A handwritten signature in black ink that reads "Melody Hamlin".

Melody Hamlin, AAIA  
Project Manager

A handwritten signature in black ink that appears to read "Rick Schroeder".

Rick Schroeder, AIA  
Project Architect

# Cover Letter

## OUR COMPANY

Founded in 2016, Funktion Design Studio is a full service architecture studio with offices in Wausau, Wisconsin. Throughout the years we have successfully completed a vast array of space needs analysis, site selection, feasibility studies, master planning, design and construction projects throughout Wisconsin.

Funktion Design Studio sets the benchmark for design firms by keeping current with the most up-to-date professional design software packages on the market. These packages include the 2021 premium version of Autodesk's Building Design Suite. This architectural package includes programs such as Revit and AutoCAD Architecture. These technologies allow our staff to produce clear documentation and detailed finished documents.

We partner with our clients, we understand our clients, we listen...we don't dictate...but we guide our clients to achieve their goals.

## OUR BUSINESS PHILOSOPHY

Funktion Design Studio's overriding business philosophy is that of providing insight, responsiveness, and quality service to our clients. We provide high-quality technical documents that are practical for use in the real world and which meet the goals of the project. Our Team can understand and identify the implications of design and construction actions, including financial implications, and always proceeds with the client's best interests in mind.

We assess each client's project needs and apply a combination of innovative problem solving, new technology, and proven methods to meet them. Although only recently formed, Funktion Design Studio has a staff with over 68 years of diverse education, expertise, and experience. Our policy of being client-driven and responsive translates to, "being there every step of the way" reassurance that Funktion Design Studio represents a trustworthy project partner.

## OUR DESIGN PHILOSOPHY

Our design process is implemented through collaboration in an open design studio with each other, allowing valuable input from each staff member to enhance our strengths and design capabilities. Our success in design is built on partnership with our clients, consultants, and extended design team members. We work as facilitators and collaborators, leading the design process while maintaining a clear project vision, allowing us to achieve a fully integrated and coordinated design for each project.

We will begin by engaging you in a collaborative design process where together we will clearly define the functional, spatial, technical, and aesthetic requirements of the design. Stakeholder engagement is part of every project our team works on.

Our team will use the following key elements to encourage an open and successful dialogue:

- Practice good listening skills. An emphasis on listening is an absolute necessity for success on any project.
- Manage effective meetings and/or events. This includes strategizing an efficient and practical process, defining a meeting format, providing handouts and support materials, and facilitating the meeting.
- Clearly and concisely document and communicate the process and outcomes from each meeting or event to all stakeholders.
- Communicate key technical information by breaking down complex technical data into interesting and understandable messages.
- Conduct follow up communications as necessary with the key stakeholders to discuss next steps and modifications to the process necessary to address conflicts.

We also see that success in design services is attained by having designers with field construction experience. Our designers live with the plans and specifications they develop; they work directly with contractors to get the project completed accurately. Only through such efforts can a designer develop the capabilities to provide truly excellent construction documents. Complete and thorough design documents minimize change orders, prevent financial overruns, and lessens liability for the client.

# 1 Company Profile

## OUR WORK

Funktion Design Studio has specialized experience in the following markets:

- Government
- Corporate
- Education
- Recreation
- Museums
- Retail
- Cultural
- Religious
- Industrial
- Hospitality
- Residential
- Healthcare

## OUR SERVICES

- Architectural Design
- Space Planning
- Building Code Review
- Feasibility Studies
- Opinions of Probable Cost
- Accessibility Review
- Utilization Studies
- Construction Administration
- Third Party Review
- Master Planning
- Third Party Review
- Historic Preservation
- Architectural Programming
- Building Analysis

## OUR CONTACTS

### Primary Contact:

Melody Hamlin, AAIA

Project Manager

715-571-8122

[melody@funktiondesignstudio.com](mailto:melody@funktiondesignstudio.com)

### Secondary Contact:

Rick Schroeder, AIA

Project Architect

920-379-7133

[rick@funktiondesignstudio.com](mailto:rick@funktiondesignstudio.com)

### Firm Address:

207 Windtree Drive, Wausau, WI 54401

## OUR COMPANY INFORMATION

**Corporate Structure:** LLC

**Ownership:** Suzanne Schroeder, President/Treasurer

Rick Schroeder, AIA, Vice President

Melody Hamlin, AAIA, Secretary



# Qualifications/Experience 2

## OUR QUALIFICATIONS & EXPERIENCE

Funktion Design Studio has successfully completed a vast array of space needs analysis, site selection, master planning, feasibility studies, design, and construction projects throughout Wisconsin with complexities similar to the proposed Central Wisconsin Convention and Visitor Bureau project. We have assisted several clients with building master plans for both new facilities, renovations and adaptive reuse. Our staff is well-versed in the development criteria for such facilities, we look at each entity within the programmed space of the project and apply our knowledge to develop each entity to function within the completed project design. We have extensive experience developing facility master plans and believe a good master plan is the first priority in developing a well-functioning facility. Funktion Design Studio is a firm committed to the successful completion of projects. We have highlighted the following examples of recently completed and relevant projects.

## OUR PROJECT REFERENCES

### Winter Park Feasibility Study, Minocqua, WI

Minocqua Winter Park Board Members and The Town of Minocqua desired to review the condition of the existing Winter Park Chalet to determine if it is feasible to propose additional space to accommodate high volume weekend visitors and potential off-season uses or to plan for a new chalet.

The project team visited the existing facility built over nearly 40 years to conduct a review of the conditions, deficiencies and code related concerns. Once the existing facility was reviewed and documented the team conduct a workshop with the Winter Park Stakeholders to develop a year around functional facility, conceptual layouts were developed to create a state of the Art Chalet to meet the goals of a year around facility. The project was completed for the use of generating interest in the future fundraising to make to concept and study a reality.

Reference: Jo Horton, President - Lakeland Ski Touring Foundation: 715-356-3660 johorton8@gmail.com





## 2 Qualifications/Experience

### **Town of Newbold Town Hall/Community Center and DPW Facility, Town of Newbold, WI**

Funktion Design Studio is currently under contract with the Town of Newbold, WI for a Study and Conceptual Schematic design for a new Town Hall/Community Center and a new Department of Public Works Facility. Our team of professionals performed an evaluation of each facility concentrating on the structural integrity, facility condition, maintenance concerns, site conditions, utility longevity, ADA compliance, lack of program space and code violations in respect to the 2015 IBC. The evaluation study confirmed that the facilities no longer meet the needs of the community. Funktion Design Studio engaged the Building Committee and Stakeholders in a series of workshop meetings to develop a new Town Hall/Community Center and Department of Public Works Facility.

The Conceptual Design of the Public Works Facility featured two drive through heated vehicle storage bays, wash bay, two repair bays with mobile vertical lift, adjacent air compressor room, fluids room, parts storage and mechanical and storage mezzanine, separate entries, supervisor office, break/training room, crew room with laundry, toilet and changing room, mechanical and storage room.



The Conceptual Design of the Town Hall/Community Center proposed to be built over a portion of the remaining foundation utilizing the lower level mechanical and storage areas. The main level will featured 3 town offices, open working area, voting storage, vault and records storage, conference room, break area in the adjacent catering kitchen, board/multipurpose room for 49 occupants, public and staff toilet rooms. The community area features a small 8 occupant meeting room, social gathering room, large community room for 200 occupants, storage, catering kitchen and outside access toilet room.

Reference: Kim Gauthier, Town Clerk: 715-362-1092 [kgauthier@newboldtown.com](mailto:kgauthier@newboldtown.com)



# Qualifications/Experience 2

## St. Germain Facilities Study, St. Germain, WI

Town of St. Germain required a comprehensive facility study that assessed and evaluated their current Community Center and vacant Red Brick School House. We reviewed options such as reconfiguring or adding on to the Community Center, reuse and repurposing all or part of the Red Brick School House or demolition of the Red Brick School House. Conceptual building and site plans were prepared based on findings of the study. The study provided the Town of St. Germain's leaders information related to housing current town office, meeting and recreation needs and future facility requirements, allowing them to make the best possible decisions on behalf of Town residents.

Funktion Design Studio compiled information for the Town's review regarding the existing facilities, current needs and future potential requirements to keep pace with the needs of the Town. The information compiled by Funktion Design Studio incorporated key town official and staff input, programming of the buildings and sites, space adjacency planning, site required traffic flow as it relates to the building functions, facility and site development concepts for the facility and site as requested.

### The Facilities Feasibility Study included:

- Evaluation of current and future space requirements for town government, meeting and recreation needs
- Determination of the suitability of the existing buildings
- Provide opinion of probable costs for remodeling the existing buildings, possible additions to the Community Center, reuse and/or demolition of the Red Brick School House

### The following items were evaluated, documented and included in the study report:

- Site plan – grounds, parking lots, open area
- Building Layouts
- Documentation of code violations and recommendations for improvements

ADA accessibility requirements and recommendations for improvements

Reference: Tom Christensen, Town Chairman: 715-891-5967 stgsport@frontier.com





## 2 Qualifications/Experience

### Town Hall/Community Center Feasibility Study, Hazelhurst, WI

The Town of Hazelhurst desired to conduct a study of the existing town hall facility to identify deficiencies and consider the feasibility of facility improvements to enhance safety, provide operational program space, and provide ADA accessibility to the entire facility. An opinion of construction cost was developed, comparing the cost of renovation to construction of a new town hall facility.

Melody and Rick conducted an Analysis of the existing facility and held a workshop with stakeholders. Based on the findings, a conceptual layout plan to illustrate the required space needs, site conditions, and department objectives for the existing facility and a preliminary "opinion of probable cost" was prepared. To compare renovating the existing facility to the cost of a new facility, a conceptual modeled perspective and layout plan were prepared to illustrate space needs, site requirements, and department objectives for a new facility. A preliminary "opinion of probable cost" for the new facility concept design was also prepared. Project Manager: Melody Hamlin. Project Architect: Rick Schroeder. Completion: 2015.

After the study was completed, the Town purchased an existing building to be repurposed. We provided building design and construction oversight services for converting an existing 7,842 sf retail building into the Hazelhurst Town Hall/Community Center. Based on a program developed in the previous study project, the interior of the building was redesigned to meet the needs of the Town. A new front entry/canopy addition was designed to be added to the building.

Reference: Ted Cushing, Town Chairman: 715-356-5887 [ted@vacationlandproperties.com](mailto:ted@vacationlandproperties.com)



Town Hall/Community Center Feasibility Study Rendering



Town Hall/Community Center Project Completion

## OUR PROJECT TEAM

The Project Team assembled by Funktion Design Studio, LLC, is one that has significant experience on projects similar in size and scope to the Central Wisconsin Convention and Visitor Bureau. Upon the next phase of work we will partner with structural, mechanical, electrical, and plumbing (MEP), our handpicked Project Team consists of experts in the fields of building, structural and MEP design. Our subconsultants for this project bring with them a team of experienced and talented staff members who will represent their individual discipline.

### Architecture

**Melody Hamlin, Associate AIA, LEED Green Associate**, has over 32 years of experience including public architecture, offices, community centers, museums, libraries, retail buildings, municipal buildings, municipal garages, town halls, and fire stations. Throughout her career, she has completed numerous commercial building alterations, assessments, space needs analysis, and masterplans. Melody will serve as your Project Manager and be your primary point of contact. Having one point of contact reduces the potential for missed or conflicting information between the Central Wisconsin Convention and Visitor Bureau Team and our Project Team.

Melody will lead project management, team coordination, and project design development. She will coordinate the project team members and will oversee the incorporation of the Central Wisconsin Convention and Visitor Bureau Team's thoughts, ideas, and concerns into the project.

**Rick Schroeder, AIA**, has over 36 years of experience including public architecture, community centers, apartment buildings, hotels, museums, libraries, retail facilities, municipal buildings, industrial and storage buildings, educational and institutional facilities. Rick is a Licensed Architect in Wisconsin and Michigan. He also has a large amount of experience in adaptive reuse, renovations and alteration projects. Throughout his career, he has completed numerous building renovation and alteration projects, schematic design development, assessments, structure reports, and masterplans. Rick will be the Project Architect and will provide code analysis, assist in the preparation of the study and assist Melody with the Schematic Design of the project. He will also be responsible for overall quality control of the project.





## 3 Project Team



# Project Schedule 4

## PROPOSED SCHEDULE

The Funktion Design Team will deliver the feasibility facility analysis and conceptual master planning design documents completed within an agreed upon time schedule between our A/E Team and the Central Wisconsin Convention and Visitor Bureau Executive Director after the execution of the contract. **PROPOSAL DELIVERED**

A. Contract signed and returned by 08/12/22

## FEASIBILITY AND CONCEPTUAL SCHEMATIC DESIGN SERVICES

A. Project Organization and Research 08/29/22 - 09/09/22

- Kick off meeting

B. Existing Facility Diligence Evaluation 09/12/22 - 09/16/22

- On site observations

C. Space Needs Analysis Programming 09/19/22 - 09/30/22

D. Conceptual Schematic Design Plan 09/30/22 - 10/14/22

- Conceptual Schematic Plan and opinion of probable cost presentation Week of 10/17/22



## 4 Project Schedule





207 Windtree Drive  
Wausau, WI 54401  
Melody 715-571-8122  
Rick 920-379-7133  
[melody@funktiondesignstudio.com](mailto:melody@funktiondesignstudio.com)  
[rick@funktiondesignstudio.com](mailto:rick@funktiondesignstudio.com)



## 2022 GRANT APPLICATION

Event/Tournament Name:	Hema at the Badger State Games
Event Dates:	Nov 4 <sup>th</sup> through the 6 <sup>th</sup> 2022
Local Organizing Committee:	WHFA
Tax or EIN #:	84621867784
Contact Person:	Daniel Rauens
Address:	
Phone Day/Cell:	920-242-5347
Email:	danielrauens@gmail.com
Amount Requested:	\$500.00 (Rothschild Grant Application request for \$1,000)

### DESCRIPTION OF EVENT

A historical fencing tournament which tries to recreate the dueling and fencing tournaments of the renaissance and later historical periods of sword fighting. The event consists of fencers engaging in specific sword systems (ranging from the early 14 century to the late 19<sup>th</sup> century) in a safe, historical, and complete way. The event will have three days of tournaments, with two tournaments running each day.

### EVENT HISTORY

Please write a brief description of the growth and development of the event over the past few years:

Our original tournament, Krump Pow, had been going strong for four years before a one year hiatus (and then COVID happened). At its height we had over 110 competitors over three days of events. Last year's Hema and at the Badger State Games saw roughly 50 competitors over three days (with competitors coming from as far away as Kanas City), a lower number but one we expected as people within the HEMA community were still being very cautious about COVID and traveling. We are expecting to continue to grow in size going forward and return to our prior level of engagement from across the country. Last year's event was tournament based, as will it will be this year, but we plan to grow larger next year by also adding classes and training opportunities as well.

### EVENT INFORMATION

Proposed Event Location/Facility:	Wausau Expo Center
Has the facility been secured?	yes
Number of Teams Expected:	10-12 clubs (most outside of the area)

### SPORTS AUTHORITY FUNDING APPLICATION

Wausau/Central Wisconsin Convention & Visitors Bureau  
227460 Shrike Ave Wausau, WI 54401 • Phone 715-355-8788 • Fax 715-359-2306 • [www.visitwausau.com](http://www.visitwausau.com)



Number of Participants Expected:	60-70
# Of Teams/Participants from outside 90 Miles:	30-40
Estimated Number of Family & Friends per participant:	1-2
Number of local teams:	three
Number of local participants:	15

## HOTEL INFORMATION

Has contact been made with any area hotels? If so, who? If not, can the CVB assist with securing your hotel accommodations?

Use the chart below to indicate the number of hotel rooms needed by day:

Date				11/3/22	11/4/22	11/5/22	11/6/22
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				10	30	30	20

Total Number of Room Nights:	90
Average Length of Stay:	3 nights
Estimated # of Guests per room:	2-4

## POLICIES AND PROCEDURES

The Wausau/Central Wisconsin Convention and Visitors Bureau's Sports Authority Fund is designed to assist local, regional and national sports organizations in hosting their events in Wausau/Central Wisconsin.

This application must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) prior to the event date for review by the Sports Authority Advisory Committee and approval by the CVB Board of Directors.

### Additional Criteria for Applicants to note:

- Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
- All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
- If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
- There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
  - Total economic impact generated by the event
  - Total room nights generated by the event
  - Type and distribution area of media coverage
  - Potential for future growth of the event
  - Potential as a step to hosting additional events or larger tournament
  - Sponsorship Benefits Received
  - Community Support

### SPORTS AUTHORITY FUNDING APPLICATION

Wausau/Central Wisconsin Convention & Visitors Bureau  
227460 Shrike Ave Wausau, WI 54401 • Phone 715-355-8788 • Fax 715-359-2306 • [www.visitwausau.com](http://www.visitwausau.com)

## Application Acknowledgement

The signature below acknowledges that the above information is true to the best of my knowledge at the signing of this application. I understand that Information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. I understand that a final report on the event must be submitted within 60 days of the completion of the event.

Event Representative: Daniel Rauens

Printed Name: Daniel Rauens

Date: 6/6/2022

### SPORTS AUTHORITY FUNDING APPLICATION

Wausau/Central Wisconsin Convention & Visitors Bureau  
227460 Shrike Ave Wausau, WI 54401 • Phone 715-355-8788 • Fax 715-359-2306 • [www.visitwausau.com](http://www.visitwausau.com)