

**Subject:** RE: Medallion - Spring City  
**Date:** Wednesday, June 8, 2022 at 10:30:38AM Central Daylight Time  
**From:** Dan Kovalchick  
**To:** Vicki Markussen  
**CC:** Bye, Jeffrey, Shane moyer  
**Attachments:** image012.png, image013.jpg, image014.png, image015.png, image016.png, image017.png, image018.png, image019.png, image020.png, image021.png, image022.png, image023.png

Vicky –

The medallion will weigh approximately 25lbs. While the medallion will increase the overall weight of the assembly, the overall EPA will be reduced causing less strain on the baseplate and anchor bolts. We also do not have any concerns with stress on the threaded connection of the banner arms, as the clamp will bear most of the weight as well as the torsion stress.

You can budget about \$1,000 per medallion. Please keep in mind this number is conservative to cover the ever-changing raw material market and without a final design.

We would ask that you have a local artist, or a member of your community create a design for the medallion. This is a wonderful way to help brand and engage your community. We can easily convert the artists rendering or sketch into a format that will enable manufacturing of the medallion.

Hopefully, this information is helpful, and we are looking forward to working together to complete your vision.

If you have any questions, please feel free to give me a call.

Thanks,



Daniel Kovalchick  
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One South Main St. Spring City, PA 19475



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**From:** Vicki Markussen <[vicki@engagegreaterlacrosse.org](mailto:vicki@engagegreaterlacrosse.org)>  
**Sent:** Monday, June 6, 2022 11:45 AM  
**To:** Dan Kovalchick <[dkovalchick@springcity.com](mailto:dkovalchick@springcity.com)>  
**Cc:** Bye, Jeffrey <[Jeffrey.Bye@Gexpro.com](mailto:Jeffrey.Bye@Gexpro.com)>; Shane moyer <[smoyer@springcity.com](mailto:smoyer@springcity.com)>  
**Subject:** Re: Medallion - Spring City

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Hi Daniel (Jeff and Shane, let us know if you want to be removed from the email string moving forward)

Thanks for reaching out. Shortest explanation, I work for a group of businesses that have “adopted” the City of La Crosse’s master plan for a highway on the City’s northside.

We are trying to put in a request for funds for the City. We are in need of pricing so we can best determine how much to ask for.

While I can get you rough concepts for the artwork, I'm wondering if we wait to use those resources at your company. Are you able to give a range for the pricing?

Also, the City Engineering has asked for the approximate weight of these to ensure the banner arms would work.

Thank you!

## Vicki Markussen

CEO / Founder

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**From:** Dan Kovalchick <[dkovalchick@springcity.com](mailto:dkovalchick@springcity.com)>

**Date:** Friday, June 3, 2022 at 9:03 AM

**To:** Vicki Markussen <[vicki@engagegreaterlacrosse.org](mailto:vicki@engagegreaterlacrosse.org)>

**Cc:** Bye, Jeffrey <[Jeffrey.Bye@Gexpro.com](mailto:Jeffrey.Bye@Gexpro.com)>, Shane moyer <[smoyer@springcity.com](mailto:smoyer@springcity.com)>

**Subject:** Medallion - Spring City

Vicki –

Over that past couple of weeks, we have been working with Jeff Bye on the medallion concept, and we think we are at a point where we need to start working on the artwork for the medallion so we can take the next steps in completing your visions for your city. I have worked with other folks in Lacrosse and look forward to working with you as well. When you have a chance, can you please give me a call so we can discuss the next steps.

Thanks,



**Daniel Kovalchick**  
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