



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, February 5, 2025 | 7:30am

Board Presence: Ashley Fredrick, Ben Bauer, Jake Nyen, Rhonda Urlaub, Vick Tracy, Jill Lutz, Ryan Dieringer, Danielle Winer, Jenna Hanson, Paul Knoff

Ex-Officio Presence: NA

Staff: Diane Gallatin, Ben Rauen, Erin Welty

Excused: Isabell Grethen, Marsha Bushman

Unexcused:

- I. **Call to order and Introductions**
 - a. Welcome Paul Knoff to the board
- II. **Recitation of the mission statement**
 - a. *"Our mission is to energize and strengthen Downtown Marshfield."*
- III. **Recitation of the downtown Marshfield brand promise**
 - a. *"Downtown Marshfield is the premier gathering place for county residents, supporting authentic local experiences in a unique setting"*
- IV. **Executive Board Update**
 - a. **Changes to Recruitment for Committees**
 - i. Committee Members will be shifting
 1. Discussed how to recruit more folks to committee
 2. Erin has committee intro videos + hand outs to help new volunteers learn about the committees
 - ii. **Work plans and committee chairs will be reviewed at the next meeting**
 - i.
 - b. **Annual Board Recommitment Packs**
 - i. Jenna discussed new tracking sheets for board members that will be filled out monthly
 - ii. Discussed need for additional trainings/resources for new board members
 - iii. Jenna discussed the new way of tracking
 1. Discussed board member packets
 - a. Jenna emphasized
 - i. Being active means to attending board meetings
 - ii. Maintaining confidentiality
 - iii. Suggesting agenda items + actively participating in meetings
 - iv. Regularly volunteering for events
 - v. Avoiding conflicts of interest / or appearance of conflict of interest
 - vi. Putting main street first for opportunities
 2. Ben will send out packets for board members to sign and send back electronically
- V. **Committee Updates & Approval of Meeting Minutes:**
 - a. Board Meeting - 01.08.2025
 - b. Design Committee - No quorum
 - c. Economic Vitality Committee - No quorum.
 - d. Organization Committee - No quorum.
 - e. Promotion Committee - 01.14.2025
 - i. Discussed promotion budget + sponsorship packet

Motion to approve the these minutes was tabled until March board meeting because minutes were not included in the packet

- VI. **Financial Report – Treasurer**
- a. No updates
 - i. Jenna mentioned that financials are difficult to read and expressed interest in having visuals
 - 1. Ben will explore Googledata studio
- VII. **Executive Director Report – Executive Director Ben Rau**
- a. Bid Board meeting went well
 - i. Discussed events, budget, 2025 operating plan
 - b. Got awards feedback, further feedback can be directed to the ORG committee
 - c. Google form will be launched to track volunteer hours
 - d. Continuing to do business visits – 4-5 per week
 - e. Meeting with Joe on historic presentation went well.
- VIII. **WEDC Accreditation Facilitation – Errin Welty**
- a. *See packet scoring*
 - b. Economic Vitality needs to complete the annual report, during the gap – July thru October
 - c. Could add young person/student to board
 - d. Consider having matrix as we’re recruiting for keep a good mix of board members (property owners, business owners, nonprofit directors, etc.)
 - e. Continuing to better track fundraising (actual dollars, in-kind)
 - f. Continuing to work on succession planning
 - g. Use a donation form for in-kind donations
 - h. How to raise funds
 - i. Capital campaign
 - ii. Create opportunities to ask more people in the community for donations
 - iii. Continue to apply for grants
 - i. Need to go over benchmarks for strategic plans
 - j. Fundraising goals for projects should be outlined
 - k. Look to Racine who does a good job “tooting their own horn”
 - l. Erin shared that Main Street helped 5 businesses at the Historic Preservation workshop, Economic Vitality + Promotion training coming up (accessible online), BID training coming up, Training for Bounce Back are open to everyone, online chat group
 - m. Discussed “secret shopping” opportunity across the state
- IX. **Adjournment**



The goal of the Promotion Committee is to market a unified, quality image of Marshfield's downtown business district as the center of activities, goods, and services to retailers, shoppers, investors, and tourists.

MINUTES

January 14th | 8 a.m.

Present: Paul Knoff, Nicki Anderson, Rhonda Urlaub, Ben Bauer, Danielle Winer

Staff Present: Diane Gallatin, Ben Rauen

I. Call to Order : 8:03 am

II. Approval of minutes- December 10th , 2024

Nicki 1st Danielle 2nd

III. Boson Snow Fest

- a. Snow Fest is canceled for January 25th, 2025
- b. Maybe will have event on February 15th if we have 5 to 6 inches of snow

III. Sponsorship Packet

- a. Packets are done and being sent out, we will have to do follow ups in march on them
- b. Sponsorship for the Awards is not as much as last year but we should have enough to cover the event

VI. Hub City Days

- a. We plan on advertising events on Hub City Days maybe WCCN, Billboards, maybe Midwest Communications, Social Media as well
- b. We need to add band names to yard signs
- c. We are doing koozies for the beer tent this year
- d. PickleBall is having a tournament on Hub City Days and we will add their link to our page
- e. Ben is asking Young Professionals to help the movie this year

VII. Work Plan Review

- a. Ben is sending out the 2025 work Plan and committee will review and discuss at next meeting

VIII. Adjournment 8:40 am

Respectfully submitted by Diane Gallatin.



Main Street Marshfield, Inc.
222 South Central Avenue, Suite 1G, Marshfield, WI 54449
(715) 387-3299 | info@mainstreetmarshfield.com

10:03 AM

02/26/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through February 2025

	<u>Jan - Feb 25</u>	<u>Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense			
Income			
Wood County REDI Grant	0.00	22,000.00	0.0%
City of Marshfield Income	0.00	97,200.00	0.0%
Visit Marshfield	0.00	2,000.00	0.0%
Design Income	0.00	2,570.00	0.0%
Events Income	300.00	34,350.00	0.9%
Interest Income	107.57	300.00	35.9%
Sponsorship Income	14,500.00	56,000.00	25.9%
Total Income	<u>14,907.57</u>	<u>214,420.00</u>	<u>7.0%</u>
Gross Profit	14,907.57	214,420.00	7.0%
Expense			
Organization	0.00	0.00	0.0%
Economic Vitality	0.00	26,000.00	0.0%
Administrative	3,370.17	34,010.00	9.9%
Design Expense	5,000.00	11,000.00	45.5%
Event	985.12	53,350.00	1.8%
Payroll	12,214.75	82,330.85	14.8%
Promotional	0.00	2,000.00	0.0%
Total Expense	<u>21,570.04</u>	<u>208,690.85</u>	<u>10.3%</u>
Net Ordinary Income	<u>-6,662.47</u>	<u>5,729.15</u>	<u>-116.3%</u>
Net Income	<u>-6,662.47</u>	<u>5,729.15</u>	<u>-116.3%</u>

10:04 AM

02/26/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
January through February 2025

	Jan - Feb 25	Jan - Feb 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Events Income				
Downtown Awards	0.00	46.00	-46.00	-100.0%
Hub City Days				
Vendors	300.00	0.00	300.00	100.0%
Total Hub City Days	300.00	0.00	300.00	100.0%
Total Events Income	300.00	46.00	254.00	552.2%
Interest Income	107.57	39.71	67.86	170.9%
Sponsorship Income				
Fitness Court	0.00	1,000.00	-1,000.00	-100.0%
Hub City Days				
Movie in the Plaza	1,500.00	0.00	1,500.00	100.0%
Brew Fest	4,500.00	3,000.00	1,500.00	50.0%
Hub City Event	4,500.00	2,000.00	2,500.00	125.0%
Hub City Stage	0.00	3,000.00	-3,000.00	-100.0%
Family Zone	0.00	500.00	-500.00	-100.0%
Total Hub City Days	10,500.00	8,500.00	2,000.00	23.5%
Halloween Week				
Halloween Week	1,300.00	0.00	1,300.00	100.0%
Total Halloween Week	1,300.00	0.00	1,300.00	100.0%
Holiday Parade, Small Business	1,000.00	0.00	1,000.00	100.0%
Holiday Wine Walk	800.00	0.00	800.00	100.0%
Downtown Awards	900.00	1,800.00	-900.00	-50.0%
Total Sponsorship Income	14,500.00	11,300.00	3,200.00	28.3%
Total Income	14,907.57	11,385.71	3,521.86	30.9%
Gross Profit	14,907.57	11,385.71	3,521.86	30.9%
Expense				
Administrative				
Advocacy & Networking	0.00	56.63	-56.63	-100.0%
Taxes & Professional Fees				
Personal Property Taxes	0.00	43.96	-43.96	-100.0%
Total Taxes & Professional Fees	0.00	43.96	-43.96	-100.0%

10:04 AM

02/26/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
January through February 2025

	Jan - Feb 25	Jan - Feb 24	\$ Change	% Change
Bank & Transaction Fees	35.17	12.54	22.63	180.5%
Dues & Subscriptions	303.48	1,173.94	-870.46	-74.2%
Education	0.00	20.00	-20.00	-100.0%
Equipment Maintenance	339.92	522.68	-182.76	-35.0%
Meals	133.34	223.94	-90.60	-40.5%
Mileage & Travel	0.00	414.95	-414.95	-100.0%
Postage & Delivery	146.00	134.00	12.00	9.0%
Rent	1,800.00	1,600.00	200.00	12.5%
Office General Supplies	452.30	770.51	-318.21	-41.3%
Telephone	159.96	159.96	0.00	0.0%
Total Administrative	3,370.17	5,133.11	-1,762.94	-34.3%
Design Expense				
Wood County REDI Expense	5,000.00	0.00	5,000.00	100.0%
Total Design Expense	5,000.00	0.00	5,000.00	100.0%
Event				
Cabin Fever				
Cabin Fever	0.00	10.36	-10.36	-100.0%
Total Cabin Fever	0.00	10.36	-10.36	-100.0%
Event Equipment	0.00	231.64	-231.64	-100.0%
Hub City Days				
Beer Garden/Live Music	0.00	500.00	-500.00	-100.0%
Total Hub City Days	0.00	500.00	-500.00	-100.0%
Downtown Awards				
Awards Event	653.12	1,154.92	-501.80	-43.5%
Awards	182.00	125.00	57.00	45.6%
Downtown Awards - Other	150.00	0.00	150.00	100.0%
Total Downtown Awards	985.12	1,279.92	-294.80	-23.0%
Total Event	985.12	2,021.92	-1,036.80	-51.3%
Payroll				
FICA/Medicare	867.07	840.94	26.13	3.1%
Manager Salary	8,099.80	8,000.00	99.80	1.3%
Staff Wages	3,234.28	2,992.68	241.60	8.1%
SUTA	13.60	13.19	0.41	3.1%
Total Payroll	12,214.75	11,846.81	367.94	3.1%

10:04 AM

02/26/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
January through February 2025

	Jan - Feb 25	Jan - Feb 24	\$ Change	% Change
Promotional Downtown Marketing	0.00	550.00	-550.00	-100.0%
Total Promotional	0.00	550.00	-550.00	-100.0%
Total Expense	21,570.04	19,551.84	2,018.20	10.3%
Net Ordinary Income	-6,662.47	-8,166.13	1,503.66	18.4%
Net Income	-6,662.47	-8,166.13	1,503.66	18.4%

10:03 AM

02/26/25

Accrual Basis

Main Street Marshfield, Inc.
Balance Sheet
As of February 28, 2025

	Feb 28, 25
ASSETS	
Current Assets	
Checking/Savings	
Forward Bank BCMMA	20,946.19
Forward Bank Checking	7,388.15
Total Checking/Savings	28,334.34
Accounts Receivable	
Accounts Receivable	8,300.00
Total Accounts Receivable	8,300.00
Total Current Assets	36,634.34
Fixed Assets	
Property & Equipment	
Office and Event Equipment	9,125.67
Accumulated depreciation	-11,902.81
Property & Equipment - Other	2,777.14
Total Property & Equipment	0.00
Total Fixed Assets	0.00
TOTAL ASSETS	36,634.34
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Bank state cc	17.92
State Bank CC	-17.92
Total Credit Cards	0.00
Other Current Liabilities	
Payroll Liabilities	
Accrued Federal Withholding	423.00
Accrued FICA	905.52
Accrued State Withholding	175.69
Accrued SUTA	13.60
Total Payroll Liabilities	1,517.81
Total Other Current Liabilities	1,517.81
Total Current Liabilities	1,517.81
Total Liabilities	1,517.81

Main Street Marshfield, Inc.
Balance Sheet
As of February 28, 2025

	Feb 28, 25
Equity	
General Fund Balance	41,779.00
Net Income	-6,662.47
Total Equity	35,116.53
TOTAL LIABILITIES & EQUITY	36,634.34



The goal of the Design Committee is to work in conjunction with the City Development Services Department, downtown partners, and other relevant entities to encourage improvement of the visual aspects of downtown while maintaining its historic integrity by using the basics of architectural style, façade rehabilitation, streetscape improvements, and design incentives.

Present: Jenna Hanson, Isabell Grethen, Nicki Anderson

Staff Present: Diane Gallatin, Ben Rau

MINUTES

February 12th , 2025 | 11:00 am

- I. Call to order - 11:05 am
- II. Approval of Minutes - December 11th , 2024
Nickil 1st Isabell 2nd
- III. Review committee membership and meeting times
 - a. Jenna will follow up with Kelly to see if she plans to continue
 - b. Chris will be removed from the design team per his email; he is available for volunteering
 - c. Nicki is asking Garrett Franklin if he would be interested in joining a committee
 - d. Kriss from Kailey's Kandles might want to join a committee
 - e. We have to find more people to join Design and the other committees
 - f. We need to see if anyone from the city would like to join a committee (Nicki will be the go-between until the city has more staff hired)
 - g. The day and time for the Design Committee is fine and works for the committee
- IV. New Chairperson - Isabell Grethen
Nicki 1st Jenna 2nd
- V. Review 2025 work plan and bid plan
 - a. Ben Rau will editing work plan and bring it to next Design meeting
 - b. Some of the changes are
 - 1. Leave work plan and grants and project on agenda everytime
 - 2. Change Window Display to seasonal (Spring, summer, fall, winter) and the prize is \$50 and if can get coupons from businesses as well

Isabell 1st Nicki 2nd



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3. Maybe do a clean-up of the streets in spring and ask churches for volunteers (Add clean up to agenda)
4. The planter quote will be at the next Design meeting in March

VI. Projects

a. Adopt- A- Parking Lot

1. The Street Dept. will be putting up the signs soon
2. Funding for the project needs to start in January of each year
3. Need to add funding for lots to sponsorship form
4. Need to also put out to community and ask for funding

b. Clyde Sculptures

1. The city owns the domino's fence and we will be putting a Owl there
2. The Wenzel Plaza is a go and we will be putting Dragon Flies there
3. The Welding class is on board to do web's for spiders
4. The next meeting they will work on placement for the remaining sculptures

c. Dumpsters

1. Erin Welty from WEDC told us that it is not an issue that Main Streets typically lead; typically we support the project but not lead
2. The project costs more that Main Street can afford to proceed with
3. Main Street can help support businesses with this project
4. Next steps: 1) Add dumpsters to the Town Hall Meeting agenda to determine scope and interested parties 2) form separate committee 3) Nicki is willing to help support and could assist if fundraisers are needed 4) Recommendation to be made to board

VII. Next Meeting March 13, 2025

VIII. Adjournment 12:10 pm

Respectfully submitted by Diane Gallatin.



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The goal of the Economic Vitality Committee is to strengthen the economic base of the downtown by fostering entrepreneurship, helping develop properties, identifying new business opportunities, and supporting existing businesses.

Present: Denise Sonnemann, Krystal Bowman, Marsha Bushman, Ashley Fredrick, Danielle Winer, Jeff Klieman, Sierra Vanrixel

Office Present: Ben Rauen, Diane Gallatin

MINUTES

February 26th | 8:00 am

- I. Call to order - 8:05 am
- II. Approval of meeting minutes - December 19, 2024
 - Jeff Klieman 1st Krystal Bowman 2nd
- III. 2025 Work Plan
 - a. committee looked over work plan
 - b. Small Business Marketing Grants
 - 1. The Final Date to apply is March 31, 2025
 - 2. \$2,000 a piece is given for 6 businesses
 - 3. The businesses that have so far been interested are The crystal shop; roger cinema ; Sanjo's (Maybe)
 - 4. Ben will reach out to the businesses that applied last year and didn't receive the grant
 - 5. We need to put all grants on website along with the deadline for each
 - c. The welcome back grant is done by design committee
 - d. Entrepreneurship Sheet Marsha will work on putting together
 - e. The Committee is looking into programs for businesses to attend on entrepreneurship
 - f. Building sheet
 - 1. Should be updated quarterly
 - g. Small Business Development Center (SBDC)
 - 1. Ben will contact Patrick Gentleman to see what we would have to do and maybe do a sessions



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The goal of the Economic Vitality Committee is to strengthen the economic base of the downtown by fostering entrepreneurship, helping develop properties, identifying new business opportunities, and supporting existing businesses.

IV. Business Updates

- a. Endless Design - A spa is coming
- b. Royal Tokyo- Has may interested in building but no takers yet
- c. Domino's is for sale - 1500 Sq ft.
- d. Midwest Tattoo building - is in total disaster

V. Property & Business Owner Guide

- a. Ben and Krsytal are working on it and should have it done by next meeting
- b. Maybe add the Entrepreneurship sheet and sponsorship to the guide

VI. Rental Arbitrage

- a. Ben is looking into getting more information on the program
- b. Marsha and sub-committee looking into how to get funding
- c. We will need to work with building owners who want to do the project passionately
- d. Marsha is going to talk to Marshfield Utilities to see if they would have funding for project
- e. The two goals for the project are - Housing need & quality of life

VII. 2025 Funding Opportunities

- a. Revitalization dollars are on hold for 2025

VIII. Other Business

- a. Town Hall meeting
 - 1. Maybe we should do three one for just building owners, one for just business owners then one for everyone
- b. Succession planning meeting we should think about having
- c. Main Street needs to get out more information on website, social media, etc.
- d. We need to start a community email list

IX. Meeting Date

- a. Week 2 of the month on Thursday's at 8:00 a.m. works for everyone
- b. Next meeting is March 13, 2025



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The goal of the Economic Vitality Committee is to strengthen the economic base of the downtown by fostering entrepreneurship, helping develop properties, identifying new business opportunities, and supporting existing businesses.

X. Adjournment - 9:09 am

Respectfully submitted by Diane Gallatin



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The goal of the Organization Committee is to establish a strong program that encourages participation from a wide cross-section of the community by implementing and funding downtown revitalization, drafting an annual work plan, raising money, recruiting and managing volunteers, updating marketing campaigns, and assessing grant options for promoting business growth.

Present : Vicki Tracy , Ryan Dieringer, Jill Lutz
Staff Present: Diane Gallatin , Ben Rauen

Minutes

February 12 th, 2025 | 8 a.m.

- I. Call to order - 8:02 am
- II. Approval of minutes - December 11th, 2024
Ryan 1st Vicki 2nd
- III. Review committee membership
 - a. Checking to see if Jake Nyen would like to move to Organization Committee
 - b. Check to see if Paul Knauff would like to move to Organization Committee
 - c. Vicki would like to move to Design Committee
- IV. Review 2025 work plan
 - a. Will hold off till committee is complete
- V. Hub City Days
 - a. Jake is working on setting up a meeting with Rodney and if unable to connect will try to set up a time with Amanda (Rodney's Daughter)
- VI. Fundraising
 - a. We are working on funding for events , etc.
 - b. Vicki would like to see if we could get a giving project set up at the Foundation
 - c. We need to put on our website that you can donate to Main Street Marshfield if you have a money market account at Forward Bank , just contact them to set it up .



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VII. Next meeting is March 12th, 2025

VIII. Adjournment 8:25 am

submitted by Diane Gallatin



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MINUTES

February 11th | 8 a.m.

Present: Paul Knoff, Nicki Anderson, Rhonda Urlaub, Ben Bauer, Jake Nyen

Staff Present: Diane Gallatin, Ben Rauen

Other Present: Kris (Kailey's Kandles)

I. Call to Order : 8:04 am

II. Approval of minutes- January 14th , 2025

Nicki 1st Rhonda 2nd

III. Boson Snow Fest

a. Canceled

IV. 2025 Work Plan

a. Committee to look over plan and send suggestions to executive director by email

V. Review committee membership and meeting/times

a. Meetings and times will stay the same

VI. Holiday Parade

a. Suggestion to move date to the Thursday before Thanksgiving and send to board for approval

Rhonda 1st Ben 2nd

VII. Cabin Fever

a. The run is still on for February 15, 2025

VIII. Hub City Days

a. Visit Marshfield will do billboards for us this year

b. Advertising

1. Will do advertising with WCCN, maybe Midwest radio,etc.
2. A budget of \$2,500 for advertising
3. Partner with business for advertising for Hub City Days
4. Maybe make a media kit



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The goal of the Promotion Committee is to market a unified, quality image of Marshfield's downtown business district as the center of activities, goods, and services to retailers, shoppers, investors, and tourists.

- c. Try to measure attendance for events
- d. Events
 - 1. Craft Show- Want the location to be moved back to 1st street block and sending out email to board for approval
 - Ben 1st Rhonda 2nd
 - Change craft price to \$60 from \$80 for this year to bring vendors back
 - 2. Car Show - Working on getting together with Rodney to discuss the show
 - 3. Family Zone and Bike Cruise Ben. R. is working on that plus get Foxfire to come back and play at the family zone
 - 4. Brewfest - Paul is going to work with Danielle on that event

IX. Other Business

- a. Advertising grants Ben Rauen is looking into more grants
- b. The Sponsorship forms should have a \$200 level and a in-kind put on the form

X. Next meeting - March 18, 2025 8:am

XI. Adjournment - 9:10 am

Respectfully submitted by Diane Gallatin.



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BOARD OF DIRECTORS MEETING AGENDA

March 5, 2025 | 7:30 a.m.

- 7:30AM I. **Call to order**
- II. **Recitation of the mission statement**
- *"Our mission is to energize and strengthen Downtown Marshfield."*
- III. **Recitation of the downtown Marshfield brand promise**
- *"Downtown Marshfield is the premier gathering place for county residents, supporting authentic local experiences in a unique setting."*
- 7:35AM IV. **Executive Board Update:**
- Discussion Update: Chair Roles, Possible New Committee Members, & Board Membership
- 7:45AM V. **Committee Updates & Approval of Meeting Minutes:**
- Board Meeting - **02.05.2025**
- Design Committee - **02.12.2025**
- i. Isabell - Nominated for, and voted in as Committee Chair.
- ii. Affirmative vote: Run window decorating contests seasonally.
- iii. Dumpster Recommendation
- Economic Vitality Committee - **02.26.2025**
- i. No items voted on in the meeting.
- Organization Committee - **02.12.2025**
- i. **Immediate goal:** Fill out the committee with members, ask individuals we can think of if they would be willing to join.
- Promotion Committee
- i. Discussion: Hub City Days Craft Show, should it be moved to the 100 block due to lack of traffic at the previous year's location?
1. Recommendation: The committee recommends that the craft show be moved to the 100 block, and **sends to the board for a virtual vote.**
2. Board vote results: 10 Responses, all yes.
- 8:00AM VI. **Financial Report – Treasurer**
- 8:05AM VII. **Executive Director Report – Executive Director**
- 8:15AM VIII. **Other Business:** Fitness Court and Hub City Days
- 8:30AM IX. **Adjournment**



2025 Annual Statement of Individual Board Member Responsibilities

Each Main Street Marshfield (MSM) board member must know the organization's mission, purposes, goals, policies, programs, strengths and services.

Although an unpaid volunteer, each board member must:

- **Be active**
- **Receive no material profit**
- **Avoid conflicts of interests**
- **Exercise fiscal responsibility**
- **Comply with applicable government regulations**
- **Be accountable**
- **Engage in fundraising**
- **Comply with requirements**

Be Active

Attend meetings

- Prepare for and participate in board and committee meetings, including appropriate organizational activities.
- Ask timely and substantive questions at board and committee meetings consistent with their conscience and convictions, while supporting the majority decision on issues decided by the board.
- Maintain confidentiality of the board's executive sessions, and speak for the board or organization only when authorized to do so.
- Suggest agenda items periodically for board and committee meetings to ensure that significant policy-related matters are addressed.
- Patronize downtown businesses when possible.

Regularly volunteer at organization events.

Attend and volunteer at Hub City Days and attend Annual Awards Bash.

Serve in leadership positions or undertake special assignments, such as committee work, willingly and enthusiastically when asked.

Follow trends in the organization's field of interest.

Absence from meetings and inactivity do not excuse you from legal responsibility.

Receive no material profit

Serving as a board member of a nonprofit corporation like MSM is not very different from serving as the board member of a for-profit business, however, the main difference between the two types of businesses is:

- A company that operates for-profit distributes its earnings back to the owner, owners, or shareholders
- A nonprofit corporation is prohibited from distributing any part of the money it makes to those who control its activities: directors, officers, or members

Board members can receive reimbursement only for reasonable expenses and costs incurred in carrying out their board responsibilities.

Avoid conflicts of interests

Serve the organization as a whole rather than any special interest group or constituency.

Avoid even the appearance of a conflict of interest that might embarrass the board or the organization, and disclose any possible conflicts to the board in a timely fashion.

Avoid transactions with the organization where you have a personal or business interest beyond your interest as a board member. In the rare instance where it is in the best interests of the organization to deal with you, you should make a full disclosure to the board of all the circumstances involved in the transaction, to be sure that the transaction is fair to the organization, refrain from voting on the transaction as a board member, and not be counted in determining the existence of a board quorum. This restriction also applies to your relatives, business associates, and friends.

If a board member has an interest in a proposed transaction with the organization in the form of any personal financial interest in the transaction or in any organization involved in the transaction, or holds a position as a trustee, director, or officer in an any such transaction, he or she must make full disclosure of such interest before any discussion or negotiation of such transaction.

Not all conflicts of interest involve immediate financial remuneration. Some conflicts may stem from other activities, such as pending lawsuits or litigation to which you are a party and may gain financially, as well as any personal situations that may be construed as financially self-serving by the Board, the Membership, or the general public.

In all matters of interest to the organization, you must put its interests ahead of your own. If an opportunity related to its purposes comes to you either as a board member or otherwise, you must make it available to the organization before you take it for yourself or another entity.

Maintain independence and objectivity and do what a sense of fairness, ethics, and personal integrity dictate even though not necessarily obliged to do so by law, regulation, or custom.

Never accept (or offer) favors or gifts from (or to) anyone who does business with the organization.

Exercise fiscal responsibility

Exercise prudence with the board in control and transfer of funds.

Faithfully read and understand the organization's financial statements and otherwise help the board fulfill its fiduciary responsibility.

Comply with applicable government regulations

A number of local, state, and federal laws and regulations apply to charitable corporations. As a board member, you are responsible for assuring that the corporation complies with these requirements.

Be accountable

As a board member you have a duty to care for the organization's affairs in good faith and with at least that degree of diligence, care, and skill which ordinarily prudent people would exercise under similar circumstances in like positions.

Board members must act with knowledge and after adequate deliberation. Board members can be held personally liable by third parties injured by actions of the organization.

Engage in fundraising

Give an annual gift according to personal means.

Assist in implementing fundraising strategies through personal influence with others, such as corporations, individuals, and foundations.

Comply with the following requirements, meeting at least 8 out of 12 points annually:

- » Each board member should volunteer for Hub City Days. **(1 point)**
- » Each board member should volunteer for two events annually. **(2 points)**
- » Each board member should attend the annual Downtown Awards. **(1 point)**
- » Each board member should attend at least 1 outside meeting per year as a representative of Main Street Marshfield. *(BID Board Meeting, City Council Meeting, EDB Meeting, etc.)* **(1 point)**
- » Each board member should attend at least 1 webinar, workshop, or training through Wisconsin Main Street. **(1 point)**
- » Each board member should seek at least 1 event sponsor annually to help support Main Street programming and regularly recruit volunteers to events. **(2 points)**

- » Each board member must attend monthly board meetings. Board members may not have more than 2 unexcused board meeting absences. **(2 points)**
- » Each board member must be a member of at least 1 committee. Board members may not have more than 2 unexcused committee meeting absences. **(1 point)**
- » Each board member should participate in scheduled downtown business board visits. **(1 point)**

By signing below, you accept that these responsibilities are expected of you as a board member and you intend to meet these requirements. At the end of the year, each board member's points will be reviewed by the executive committee. *Updated January 2024*

Signature

Print Name

Date

DOWN TOWN MARSHFIELD

MARKETING GRANT

CONTENTS

- Grant Program Overview
- Program Descriptions
- Key Dates
- Applicant Requirements
- Application & Agreement

GRANT PROGRAM OVERVIEW:

Main Street Marshfield is excited to announce another year of the Downtown Business Marketing Grant Program, offering downtown businesses personalized marketing packages, each valued up to \$2,000.

- This program is intended to finance high-quality marketing for downtown businesses.
- The maximum award amount is 1 package per business. A total of 6 businesses will be selected from the applicants.
- The application review committee, (the Main Street Economic Vitality Committee followed by a second review by the Main Street Marshfield Executive Committee), will deem an application complete or incomplete and will make the determination if an application meets eligibility requirements. The committee reserves the right to reject any application in whole or in part.
- Applicants will be reviewed and considered according to their written responses.
- Applicants will be notified whether or not they are selected to receive a package by April 4, 2025. Main Street Marshfield will connect recipients with Exclamation to schedule their personalized marketing session.
- It is the intent of Main Street Marshfield that all activities related to this grant program shall not violate any law prohibiting discrimination against any applicant or citizen of the City of Marshfield BID on account of race, color, creed, religion, national origin, sex, age, marital status, sexual orientation, or physical handicap.

APPLICANT REQUIREMENTS:

1. The applicant must be a local, non-franchise business located within the Marshfield Downtown Business Improvement District (BID).
2. The applicant's business must be operating and open to the general public on or before March 31, 2025.
3. The applicant must be in good standing at the time of application with the State of Wisconsin Department of Financial Institutions and the City of Marshfield. {If you, as the applicant, are the responsible party for the following, they must all be up to date: real and property taxes, outstanding payments, potential judgments, licenses, fines, permit fees, or other amounts due the City.}
4. Applications must be submitted before the application deadline: March 31, 2025.
5. Applications will be accepted by online form, mail, email, or in person during Main Street Marshfield office business hours (Mon.-Wed., 8 a.m. - 2 p.m.).
6. Marketing projects may be delayed for grant recipients whose circumstances change between the application period and the date that grants are awarded. Any decision to delay a project will be a collaboration between Main St. Marshfield, Exclamation, and the grant recipient. Projects that are delayed for more than one calendar year will be terminated and those businesses must reapply.
7. Upon project completion, recipients must complete a project survey and supply a video testimonial to allow us to share their experience with future applicants.

Small Business Website

Ideal Applicant: A small business without a website, or with a site that is dormant, inactive, out of date, etc.

It's rare that a small business wouldn't benefit from having an online presence that's strengthened by a website. Even a one-page website that contains all your relevant content to be discovered is better than no website at all or a website that has been dormant for years. Being able to access, maintain and update your website is just as important as having one. Get a site that's built on a user-friendly page builder so you can make essential updates when needed.

How we'll help:

- New site design built in WordPress (other content management systems could be considered)
- Design/layout of fundamental content describing your products, services, who you are and what you do.
- Photos suited to your business including images supplied by the client, stock photography or custom photography if budget allows
- Location, hours, contact info, accommodations/amenities
- Contact form
- Map
- Social media links
- If needed, domain registration and one year of hosting*

*Domains/hosting need to be renewed annually. If your website is new, these fees will be charged annually. More advanced features like eCommerce, embedded marketing, custom development, etc. wouldn't be included but could certainly be estimated/proposed by request.

Custom Video

Ideal Applicant: A business that is hoping to make video a part of their marketing mix, or has a specific use for a short video.

Video is an essential part of marketing strategy in today's world. It has become the leading content strategy and is an important way that people are looking for information on digital and social channels. Getting started in video can be as simple as creating a brief explainer video telling potential customers who you are and what you do, a very personal product demo or educational video showing people how to get the most of what you offer, and every idea in between.

How we'll help:

- Creative brief to determine the kind of video being made and what goal is being pursued.
- One half day (4-hour max.) shoot
- As needed
 - o Multi-camera setup
 - o Aerial photo/video
 - o Scripting/teleprompter
 - o Motion graphics/titles*
 - o Audio/music*
- Post-production including mixing, color correction, audio repair, etc.
- Final export of videos in formats optimized for final distribution (broadcast, web, social media, etc.)

*Certain video elements could come at an additional cost depending on their complexity and/or if resources need to be purchased outside of the allotted budget. Photo releases will need to be collected for individuals being photographed if no other release exists in your current policies (example, employee handbook). A template can be provided, and all releases are owned maintained by the grant recipient. Certain shots may not be possible because of legal/regulatory requirements (example, aerial photography in prohibited airspace).

Logo/Brand Refresh

Ideal Applicant: A business with an existing name/brand that is open to an opportunity to have its visual brand refreshed or updated to current standards.

If your logo is outdated or you're not certain that it speaks to the brand you're trying to portray, you could be missing out. A well-designed logo is an essential element of building your brand, growth, and the understanding of your business in the hearts and minds of your customers and community. Not sure if you need a refresh? Ask yourself; Is my logo unique (does it stand out, especially amongst competitors)? How long ago was it created? Did I create it myself? Does it meet the standard of our industry?

How we'll help:

- Creative brief to determine the brand you're trying to portray, understanding of the current brand, and competitive landscape.
- Initial concept(s) including the necessary combination of, typography, color, and logo/icon to refresh your brand.
- Up to 2 rounds of revisions to bring the concept(s) to final.
- Digital files of new logo including elements/variations ready and optimized for digital, web, print applications*.

*Additional work beyond design and preparation of final files is not include. Additional brand work like trademark/legal, brand identity guidelines, branding design, etc. would be estimated/proposed by request.

Branding Photography

Ideal Applicant: An organization that is active in their marketing, public relations, social media strategy and could use some photography to enhance their efforts.

Adding the professional touch to the imagery you're using may be the next step to take your marketing strategy from good to great. Each image you use gives the opportunity to portray your brand and business to current and potential customers. A great photo can do so much including tell a story, build trust, educate, differentiate and/or show your value.

How we'll help:

- Creative brief to determine the kind of images needed and what goal is being pursued.
- One half day (4-hour max.) shoot
- As needed
 - o Multi-camera setup
 - o Aerial photo/video
- Shots/scenes that may be included*:
 - o Locations, buildings (including aerials if possible)
 - o Products/services
 - o People (staff, customers, work being done)
 - o Abstract (nature, backgrounds, textures)
- Post-production including color correction, effects, clean-up and optimization.
- Final export of photos in formats optimized for final distribution (digital, web, social media, etc.)
- Shared file of digital formats in your preferred format.

*Photo releases will need to be collected for individuals being photographed if no other release exists in your current policies (example, employee handbook). A template can be provided, and all releases are owned maintained by the grant recipient. Certain shots may not be possible because of legal/regulatory requirements (example, aerial photography in prohibited airspace).

Graphic Design

Ideal Applicant: An organization looking for enhanced brand credibility, effective communication, and values graphic design as a tool to foster a positive and memorable brand image. These people have a clear vision and purpose for their projects, value collaboration, and provide constructive feedback, all to achieve visually compelling and effective design solutions.

Effective graphic design can elevate your business by creating a visually appealing and cohesive brand identity, fostering trust and recognition among consumers. Additionally, well-crafted design elements can enhance communication, making complex information more digestible and engaging, thereby increasing the overall impact of your marketing efforts.

How we'll help:

- Creative brief to determine the scope of work, number of designs, templates, deliverables, etc. to achieve your immediate goals.
- Our design team will dedicate 14-20 hours of design time to provide you with tools you can use and whenever possible, customize yourself for future work. This creative process could include some or all of the following steps:
- The graphic design process typically involves several key steps:
 - o Research:
 - Market research and competitor analysis.
 - Exploring design trends, relevant industry aesthetics, and potential inspirations.
 - o Conceptualization:
 - Generating initial design concepts based on the brief and research.
 - Explore various visual ideas, layouts, and styles.
 - Creating rough sketches or wireframes to visualize design concepts.
 - o Design Development:
 - Translate chosen concepts into a digital format.
 - Refining details, choosing color schemes, typography, and incorporating feedback.
 - o Review and Revisions:
 - Implementing revisions based on client input, ensuring alignment with their vision.
 - o Approval, Production and Delivery:
 - Obtaining final approval and confirming that the design meets all specifications and requirements.
 - Preparing the final design for production, whether in print or digital formats while ensuring design elements are optimized for them.
 - Providing finalized design files and including any guidelines or documentation for future use or implementation.

KEY DATES:

March 31 – Applications Due

April 4 – Grants Awarded

Grant recipients will be notified by Main Street Marshfield that they've been selected.

April 14-18 – Kickoff Meeting

Exclamation will schedule a kickoff meeting with the grant recipient to discuss creative vision, the strategy and purpose of the project, and any requirements of those involved.

May 2 – Creative Brief Due

Exclamation will prepare and deliver a creative brief. A creative brief is a document used to outline the strategy of the project including purpose, objectives, requirements, etc. This document summarizes decisions made during/after the kickoff meeting and ensures that expectations for the final output and deadlines are clear.

May 16 – Initial Content Collected

The client will deliver any copy, images, video, or other assets that may be part of the final output. Files or resources can be delivered physically on a digital storage device or transferred via a cloud-based storage system or sending service (Google Drive, OneDrive, DropBox, Hightail, WeTransfer, etc.)

If any of these resources will be created or captured by Exclamation, then photo/video shoots, interviews, etc. must all be scheduled to occur no later than this date.

November 7 – Project Complete

The final output will be published or shared with the client for distribution. Additional work or enhancements to work beyond what was included in the creative brief and published by the project completion date may result in additional work and would require a formal proposal.

November 14 – Project Survey Complete

The client will complete a 5-minute survey sharing feedback on the grant program, project process and final output.

December 1 – Grant Program Report Due

Exclamation will provide a final program report to Main Street Marshfield including survey feedback from clients and any available data, examples, before/after, etc.

Grant Recipient Requirements:

Timely communication, scheduling and attending meetings and the delivery of any necessary supportive assets are all very important to making these projects a success. All applicants are expected to be able to be a part of successfully hitting these deadlines and being timely when completing the necessary tasks.



APPLICATION

Application Submission Deadline is March 31, 2025.

This 3-page application must be fully completed and submitted on time to be considered.

Applications will be accepted online, by mail, email or in person during Main Street Marshfield office business hours – Monday – Wednesday, 8:00am – 2:00pm.

APPLICANT CONTACT INFORMATION:

Contact Name _____

Business Name _____

Business Address _____

Business Phone _____

Business Email _____

Website _____

Social Media Handles _____

Years in Business _____

Number of Employees _____

PROGRAM SELECTION (rank 1-5 based on your preference or need)

___ Small Business Website

___ Custom Video

___ Logo/Brand Refresh

___ Branding Photography

___ Graphic Design

PREVIOUS APPLICANT? (Have you applied for a Downtown Business Marketing Grant in the past?)

___ Yes ___ No



Marketing Grant

Share any new business initiatives you have started in the last year.

These could be physical changes to your location, marketing efforts, merchandising adjustments, etc. – anything you'd like to share to demonstrate commitment and drive.

Describe how you hope to use this package as a foundation to help grow your business as a whole.

What do you hope to gain from the package itself? Then, how will you use the package as a launching point?



Marketing Grant

AGREEMENT

The applicant will grant to Main Street Marshfield, Inc. unrestricted rights to use the package results or process in any promotions or advertisements of the community.

Your signature below indicates your or your firms' intent to apply for the selected marketing package and that you have read and understand the program description, key dates, and grant recipient requirements. You certify that the information contained within, and attached hereto, this application is correct and accurate to the best of your knowledge.

Applicant Signature

Date