

8:08 AM

03/26/25

Accrual Basis

Main Street Marshfield, Inc.
Balance Sheet
As of March 31, 2025

	Mar 31, 25
ASSETS	
Current Assets	
Checking/Savings	
Forward Bank BCMMA	103,045.43
Forward Bank Checking	9,460.65
Total Checking/Savings	112,506.08
Accounts Receivable	
Accounts Receivable	1,500.00
Total Accounts Receivable	1,500.00
Total Current Assets	114,006.08
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	114,006.08
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	425.00
Accrued FICA	877.64
Accrued State Withholding	167.16
Accrued SUTA	20.48
Total Payroll Liabilities	1,490.28
Total Other Current Liabilities	1,490.28
Total Current Liabilities	1,490.28
Total Liabilities	1,490.28

Main Street Marshfield, Inc.
Balance Sheet
As of March 31, 2025

	Mar 31, 25
Equity	
General Fund Balance	41,779.00
Net Income	70,736.80
Total Equity	112,515.80
TOTAL LIABILITIES & EQUITY	114,006.08



BOARD OF DIRECTORS MEETING AGENDA

April 2, 2025 | 7:30 a.m.

- 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."*
- IV. Executive Board Update:**
 - Discussion Update: Chair Roles, Possible New Committee Members, & Board Membership
- V. Partner Updates**
 - **City of Marshfield Updates**
 - i. Council Update – Mayor & Alderman
 - ii. General Update – City Administrator Steve Barg
 - iii. Parks & Plaza Update – Parks & Recreation Event Program Coordinator Nicki Anderson
 - iv. Police Department – Jody Geurink
- VI. Marshfield Area Chamber of Commerce & Industry Update –** MACCI Executive Director Denise Sonnemann
- VII. Marshfield Area Community Foundation Update –** MACF Executive Director Kaelie Gomez
- VIII. Visit Marshfield Update –** Visit Marshfield Board President Al Chaney
- IX. Marshfield Area Boys and Girls Club Update –** Jenna Hanson, BAGC board member.

X. Committee Updates & Approval of Meeting Minutes:

- Board Meeting - **03.05.2025**
- Design Committee - **03.12.2025**
 - i. No items were voted on in this meeting.
- Economic Vitality Committee - **03.13.2025**
 - i. No items voted on in this meeting.
- Organization Committee - **03.12.2025**
 - i. No items were voted on in this meeting.
- Promotion Committee - **03.11.2025**
 - i. No items were voted on in this meeting.

XI. Financial Report – Treasurer Ryan Dieringer

XII. Executive Director Report – Executive Director Ben Rauen

XIII. Other Business: Hub City Days

XIV. Adjournment



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, March 5, 2025 | 7:30am

Board Presence: Vicki Tracy, Danielle Winer, Rhonda Urlaub, Jenna Hanson, Ben Bauer, Ryan Dieringer, Marsha Bushman, Jake Nyen, Isabell Grethen, Paul Knoff

Ex-Officio Presence: NA

Staff: Diane Gallatin, Ben Rauen

Excused:

Unexcused: Ashley Fredrick, Jill Lutz,

- I. Call to Order**
- II. Recitation of the mission statement**
- III. Recitation of the downtown Marshfield brand promise**
- IV. Executive Board Update**
 - a. Chair Roles**
 - i.** The chairs should be facilitating the board meeting
 - b. Executive Director should be the contact point for Main Street Marshfield and WEDC**
 - c. Discussed possible New Committee Members**
 - i.** Amy Krogman will be joining org again
 - ii.** Vicki will switch to Design, Jake will be going to Org
 - d. Discussed Board Membership + potential new members**
 - i.** We have one open seat
- V. Committee Updates and Approval of Meeting Minutes**
 - a. Board Meeting 1.08.2025**
 - b. Promotion Committee 1.14.2025**
 - c. Board Meeting 2.05.2025**
 - d. Design Committee 2.12. 2025**
 - i.** Isabelle's first meeting as a chair
 - ii.** Window contest will be held seasonally from 2 times a year to 4 times a year
 - iii.** See dumpster recommendations in the meeting the minutes
 - 1.** This is not something that Main Street can take one, be a supporter of the city, subcommittee will get developed
 - e. Economic Vitality Committee 2.26.2025**
 - i.** No items voted on in the meeting
 - ii.** Discussed workplan
 - iii.** Upcoming grants need to be updated on the website, will make/update a shared spreadsheet
 - iv.** Small business Marketing grant is open

- v. Will work with MACCI to start entrepreneurial packet on how to start a business
- vi. Rental Arbitrage subcommittee will be meeting soon, will update board with what the committee is asking for from main street board
- vii. Discussed hosting break out townhalls for building owners
- f. Organization Committee 2.12.2025
 - i. Immediate goal: Fill out the committee with members, ask individuals we can think of if they would be willing to join.
 - ii. Discussed fundraising – annual giving campaign
 - iii. Starting to plan for Hub City Days
- g. 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. Need to continue to discuss where the tents will be
 - ii. Recommends that Parade gets moved to before thanksgiving again
 - iii. Will discuss downtown trick or treating date
 - iv. Discussed how marketing budget should be used

Motion to approve the above committee minutes by from Jake, second by Ben, motion carried

- VI. Financial
 - a. Wood County REDI expense
 - b. Sponsorships are coming in
 - c. Event money \$989.12 –Awards Bash Expense
- VII. Executive Director Report
 - a. Had great committee meetings
 - b. Had orientation last week with WEDC in Osh Kosh, great way to connect with other directors
 - c. Hub City Days – Ben asked that we consider where we'd like to volunteer this year
 - d. Continuing business walks once or twice a week
 - e. Vicki and Marsha offered idea that Main Street move down two offices
 - i. Considerations – working with Marsha to create a lease addendum, need to determine who would move the contents of the office, visibility of Main Street
 - ii. Vick discussed that she was the one that asked about moving offices, would like to continue to ability for “715” store to grow, there is a tenant considering doing a popup shop
 - iii. Jake asked if there would be any changes in the rent amount, Marsha said no
 - iv. Paul suggested not having a landline, VoIP system could be better
 - v. Marsha suggested more signage for Main Street, Ben B added that signage is in process
 - vi. Current lease is a 3 year lease
- VIII. Board Member Tracking
 - a. Board members were reminded to put trainings/meetings in the chat for tracking
- IX. Fitness Court
 - a. There was no voting/action from the city
 - b. Would need to be a brand new an application if we wanted to move forward with it again

- X. Hub City Days responsibilities – Jennas asked to take a look who is responsible for what so that timely planning can take place
- XI. Voting on office move
 - a. Discussed that Main Street should not incur expenses of this move, would like help physically moving, board is on board with what Diane + Ben would like
 - b. Ben will make a recommendation to the exec team, exec will make the final decision

Executive Meeting

- waiting on Ashley + Marsha commitment packets
- discussed location of the craft show – signage, prioritize the business downtown
- continuing to make social media library, board member + committee member of handbook
- Ben will reach out to Marsha for next Rental Arbitrage Committee meeting
- Public reporting is necessary BID agenda and minutes
- Ben is going to start of the main street facebook group again



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, Karen Mueller

Excused: Vicki Tracy, Nicki Anderson

Staff Present: Diane Gallatin, Ben Rauen

MINUTES

March 12th , 2025 | 11:00 am

- I. Call to order - 11:15 am
- II. Approval of Minutes - February 12th, 2025
Karen 1st Jenna 2nd
- III Committee membership Updates
 - a. Still looking to find new members- going to try at State Bank
 - b. Kelly Korth we are still waiting on her to see if still a member
- IV. Adopt-A- Parking Lot
 - a. The signs are installed in the parking lots
 - b. We will be adding the adopt-a parking lot to the sponsorship form
 - c. We are going to put pictures of cleaning parking lots on social media to try and get sponsors
 - d. Ben is going to check with street department when they are putting out mulch
- V. Art Sculptures
 - a. The fence by Domino's is owned by the city, so maybe put the owl and flowers(sawblades) on the fence.
 - b. We will have to make a proposal to the city for placements of the sculptures if the city owns the places
 - c. In the Pacific Parking lot we might put something on the rock there
 - d. Wenzel plaza will get the Dragon Flies
 - e. We might add to the parking lots light poles



Main Street Marshfield, Inc.
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- f. There is the Dominos bike rack we might be able to put something there
- g. Parking lots have black boxes in them we might be able to add something there
- h. Something could be added to second street as well
- i. City hall or the library could get the spider web and spiders
- j. Ben is checking on the spider web to were it is at being done
- k. Snails could go on the concrete stumps on 1st block
- l. Wood Ticks are undecided to where they will go as of now

VI. Planters

- a. We will put out on social media for quotes
- b. Received a quote from Mill Creek Gardens already .
- c. The next meeting we will decide on the proposal and vote

VII. Murals

- a. Karen Mueller is still willing to do a mural, she just hasn't decided what she wants to do .
- b. Jason from the tattoo shop is willing to do a mural yet
- c. Maybe we could get the other tattoo shops to do one
- d. The cost to do murals is very costly
- e. We would need to find other spots to do them on.

VIII. Public Cleanup

- a. We will be doing that at next design meeting

IX. Grants

- a. Building Revitalization on hold for 2025
- b. Welcome Back Grant is down to \$16,000 plus administration fees
- c. New deadline is end of May, 2025
- d. Ben and Isabell are going to walk around with applications and will put it in the newsletter and on social media
- e. Will update website with new application

X. Seasonal Display

- a. Changing it to seasonal storefront
- b. It will start in the summer this year



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XI. Next meeting is April 9, 2025

XII. Adjournment : 12:15 pm

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 : Jill Lutz, Jake Nyen, Amy Krogman

Excused: Ryan Dieringer

Staff Present: Diane Gallatin , Ben Rauen

Minutes

March 12 th, 2025 | 8 a.m.

- I. Call to order - 8:03 am
- II. Approval of minutes - February 12th, 2025
Jill 1st Jake 2nd
- III. Review committee membership
 - a. Amy Krogman joined the Organization Committee
- IV. Review 2025 work plan
 - a. Ben is sending the work plan out to the Organization Committee to review and comments
- V. Events
 - a. Hub City Days- we need to get more sponsorship -(we are down from last year)
 - b. Regarding the car show maybe get a sub-committee together and ask Jim Esser to be one of them
 - c. Maybe next year move the beer garden back to central ave.



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d. We should look into bringing back a fall Dance on the street

VI. Next meeting April 9th, 2025

VII. Adjournment: 8:55 am

submitted by Diane Gallatin



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8:09 AM

03/26/25

Accrual Basis

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

	<u>Jan - Mar 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	1,515.00	2,570.00	58.9%
Events Income	2,321.00	34,350.00	6.8%
Interest Income	114.32	300.00	38.1%
Sponsorship Income	18,300.00	56,000.00	32.7%
Total Income	<u>22,250.32</u>	<u>214,420.00</u>	<u>10.4%</u>
Gross Profit	22,250.32	214,420.00	10.4%
Expense			
Organization	0.00	0.00	0.0%
Economic Vitality	0.00	26,000.00	0.0%
Administrative	7,150.05	34,010.00	21.0%
Design Expense	5,000.00	11,000.00	45.5%
Event	3,059.49	53,350.00	5.7%
Payroll	18,396.82	82,330.85	22.3%
Promotional	0.00	2,000.00	0.0%
Total Expense	<u>33,606.36</u>	<u>208,690.85</u>	<u>16.1%</u>
Net Ordinary Income	<u>-11,356.04</u>	<u>5,729.15</u>	<u>-198.2%</u>
Net Income	<u>-11,356.04</u>	<u>5,729.15</u>	<u>-198.2%</u>

8:10 AM

03/26/25

Accrual Basis

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

	Jan - Mar 25	Jan - Mar 24	\$ Change
Ordinary Income/Expense			
Income			
Design Income			
Adopt -A- Parking Lot	1,500.00	0.00	1,500.00
PROW	15.00	15.00	0.00
Total Design Income	1,515.00	15.00	1,500.00
Events Income			
Downtown Awards	0.00	46.00	-46.00
Hub City Days			
Brew Fest	1,171.00	0.00	1,171.00
Vendors	1,150.00	1,350.00	-200.00
Total Hub City Days	2,321.00	1,350.00	971.00
Total Events Income	2,321.00	1,396.00	925.00
Interest Income	114.32	45.11	69.21
Sponsorship Income			
Fitness Court	-1,000.00	1,000.00	-2,000.00
Hub City Days			
Movie in the Plaza	1,500.00	0.00	1,500.00
Brew Fest	4,500.00	3,000.00	1,500.00
Hub City Event	6,500.00	2,500.00	4,000.00
Hub City Stage	1,500.00	3,000.00	-1,500.00
Family Zone	0.00	500.00	-500.00
Total Hub City Days	14,000.00	9,000.00	5,000.00
Halloween Week			
Halloween Week	1,300.00	0.00	1,300.00
Total Halloween Week	1,300.00	0.00	1,300.00
Holiday Parade, Small Business	1,500.00	0.00	1,500.00
Holiday Wine Walk	1,300.00	0.00	1,300.00
Downtown Awards	1,200.00	1,800.00	-600.00
Total Sponsorship Income	18,300.00	11,800.00	6,500.00
Total Income	22,250.32	13,256.11	8,994.21
Gross Profit	22,250.32	13,256.11	8,994.21
Expense			
Administrative			
Advocacy & Networking	0.00	56.63	-56.63

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Accrual Basis

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

	Jan - Mar 25	Jan - Mar 24	\$ Change
Taxes & Professional Fees			
Personal Property Taxes	0.00	43.96	-43.96
Total Taxes & Professional Fees	0.00	43.96	-43.96
Bank & Transaction Fees	35.17	12.54	22.63
Dues & Subscriptions	2,544.38	2,240.21	304.17
Education	0.00	20.00	-20.00
Equipment Maintenance	509.88	615.71	-105.83
Meals	178.53	414.12	-235.59
Mileage & Travel	316.48	636.84	-320.36
Postage & Delivery	146.00	134.00	12.00
Rent	2,700.00	2,400.00	300.00
Office General Supplies	479.65	770.51	-290.86
Telephone	239.96	239.94	0.02
Total Administrative	7,150.05	7,584.46	-434.41
Design Expense			
Wood County REDI Expense	5,000.00	0.00	5,000.00
Art & Scluptures	0.00	1,995.00	-1,995.00
Total Design Expense	5,000.00	1,995.00	3,005.00
Event			
Cabin Fever			
Cabin Fever	0.00	10.36	-10.36
Total Cabin Fever	0.00	10.36	-10.36
Event Equipment	216.00	231.64	-15.64
Hub City Days			
Movie in the Plaza	1,330.00	0.00	1,330.00
Friday Night			
Hub City Series/ Beer Tent	218.50	0.00	218.50
Total Friday Night	218.50	0.00	218.50
Brew Fest	109.87	0.00	109.87
Beer Garden/Live Music	0.00	784.44	-784.44
General Advertising	0.00	40.00	-40.00
Total Hub City Days	1,658.37	824.44	833.93

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Accrual Basis

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

	Jan - Mar 25	Jan - Mar 24	\$ Change
Downtown Awards			
Awards Event	853.12	1,238.90	-385.78
Awards	182.00	125.00	57.00
Downtown Awards - Other	150.00	0.00	150.00
Total Downtown Awards	1,185.12	1,363.90	-178.78
Total Event	3,059.49	2,430.34	629.15
Payroll			
FICA/Medicare	1,305.89	1,268.47	37.42
Manager Salary	12,253.64	12,140.00	113.64
Staff Wages	4,816.81	4,441.21	375.60
SUTA	20.48	19.90	0.58
Total Payroll	18,396.82	17,869.58	527.24
Promotional			
Downtown Marketing	0.00	550.00	-550.00
Total Promotional	0.00	550.00	-550.00
Total Expense	33,606.36	30,429.38	3,176.98
Net Ordinary Income	-11,356.04	-17,173.27	5,817.23
Net Income	-11,356.04	-17,173.27	5,817.23

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Accrual Basis

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

	<u>% Change</u>
Ordinary Income/Expense	
Income	
Design Income	
Adopt -A- Parking Lot	100.0%
PROW	0.0%
Total Design Income	10,000.0%
Events Income	
Downtown Awards	-100.0%
Hub City Days	
Brew Fest	100.0%
Vendors	-14.8%
Total Hub City Days	71.9%
Total Events Income	66.3%
Interest Income	153.4%
Sponsorship Income	
Fitness Court	-200.0%
Hub City Days	
Movie in the Plaza	100.0%
Brew Fest	50.0%
Hub City Event	160.0%
Hub City Stage	-50.0%
Family Zone	-100.0%
Total Hub City Days	55.6%
Halloween Week	
Halloween Week	100.0%
Total Halloween Week	100.0%
Holiday Parade, Small Business	100.0%
Holiday Wine Walk	100.0%
Downtown Awards	-33.3%
Total Sponsorship Income	55.1%
Total Income	67.9%
Gross Profit	67.9%
Expense	
Administrative	
Advocacy & Networking	-100.0%

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Accrual Basis

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

	<u>% Change</u>
Taxes & Professional Fees	
Personal Property Taxes	-100.0%
Total Taxes & Professional Fees	-100.0%
Bank & Transaction Fees	180.5%
Dues & Subscriptions	13.6%
Education	-100.0%
Equipment Maintenance	-17.2%
Meals	-56.9%
Mileage & Travel	-50.3%
Postage & Delivery	9.0%
Rent	12.5%
Office General Supplies	-37.8%
Telephone	0.0%
Total Administrative	-5.7%
Design Expense	
Wood County REDI Expense	100.0%
Art & Sculptures	-100.0%
Total Design Expense	150.6%
Event	
Cabin Fever	
Cabin Fever	-100.0%
Total Cabin Fever	-100.0%
Event Equipment	-6.8%
Hub City Days	
Movie in the Plaza	100.0%
Friday Night	
Hub City Series/ Beer Tent	100.0%
Total Friday Night	100.0%
Brew Fest	100.0%
Beer Garden/Live Music	-100.0%
General Advertising	-100.0%
Total Hub City Days	101.2%

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

	<u>% Change</u>
Downtown Awards	
Awards Event	-31.1%
Awards	45.6%
Downtown Awards - Other	100.0%
Total Downtown Awards	-13.1%
Total Event	25.9%
Payroll	
FICA/Medicare	3.0%
Manager Salary	0.9%
Staff Wages	8.5%
SUTA	2.9%
Total Payroll	3.0%
Promotional	
Downtown Marketing	-100.0%
Total Promotional	-100.0%
Total Expense	10.4%
Net Ordinary Income	33.9%
Net Income	33.9%