



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, May 7<sup>th</sup>, 2025 | 7:30am

**Board Presence:** Rhonda Urlaub, Jill Lutz, Marsha Bushman, Paul Knoff, Isabelle Grethen, Ryan Dieringer, Ben Bauer, Vicky Tracy, Danielle Winer, Jenna Hanson

**Ex-Officio Presence:** Jen Delis

**Staff:** Diane Gallatin, Ben Rauen

**Excused:** Ashley Fredrick

**Unexcused:**

### I. Call to order

- a. Welcomed Jen Delis from the City Council, board members did introductions

### 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. Letter
  - i. Ben forwarded Scott Koran's letter to the board
  - ii. we will post the minutes online and also publish the packets on the website moving forward
  - iii. Ben will continue to work with the web development so minutes are accessible to the public
  - iv. Scott and the exec board will meet, BID will host a special meeting in June
  - v. Discussed continued communication with the city
- b. Board Member List - update
  - i. Looking to get new board members that represent the downtown, who are business owners and property owners, we currently have two spots to fill
  - ii. We're also looking for folks to join committees
- c. Rental Arbitrage – Jenna sent a letter to Ashley and Marsha about how main street plans to be involved as a supportive partner

### V. Committee Updates & Approval of Meeting Minutes:

- a. Board Meeting - **04.02.2025**
- b. Design Committee - **04.09.2025**
  - i. Welcome Back Grant and Application is LIVE

1. Discussed the future timeline of the Welcome Back Grant, Marsha suggested that the funds be released in April, offer application in late winter
  - ii. Currently taking applications via Google Form, link has been emailed to business email list on Mailchimp.
  - iii. Hoping to finalize the sculptures, will do a social media callout for anyone that has sculptures that would like to offer for community display in parking lots
  - iv. Storefront display competition will roll out before Dairy Fest
  - v. Ben B asked about the parking lot sponsorship, and if they will roll over year after year. Yes, they can if the business/organization agrees to it. Exclamation will sponsor the same parking lot again in 2025.
- c. Economic Vitality Committee - **04.10.2025**
- i. Marketing grants reviewed and awarded! No board vote necessary.
  - ii. Ben will email the approved applications
  - iii. Still really good activity in the downtown, a fair amount of empty storefronts being filled
  - iv. Rental Arbitrage update by Marsha, committee would help with grant writing, working with the city and their housing committee, Marsha discussed working closing with city
  - v. Entrepreneurs guide is still in progress
  - vi. Business and Property Resource guides needs final numbers and then will be approved
  - vii. Marsha asked Ben to look for more granting opportunities through WEDC, discussed small business grant opportunities, new business owners could meet with WEDC, SBDC
  - viii. Hoping that 2<sup>nd</sup> street corridor funds will be allocated by to Main Street next year – approx. \$40,000 would bring back the façade grant
- d. Organization Committee - **04.09.2025**
- i. No items were voted on in this meeting
  - ii. Jill is now the chair
  - iii. Still working on new members
  - iv. need to review the work plan
  - v. Jake and Ryan taking on the hub city ad book
    1. book will need be ready by mid-June, hub city comes with lots of volunteer opportunities , fundraising is continuing with about 8,000 to go, still need to make some call for potential sponsors, will continue to work on Hub City plans
- e. Promotion Committee - **04.08.2025**
- i. No items were voted on in this meeting.
  - ii. Initiative in the works: Downtown and Main Street Marshfield marketing plan and budget creation.
  - iii. Discussed putting together a formal marketing plan and budget, Main Street has prioritized events in the past, billboards, will get more radio sponsorships in-kind, earned media could be a good idea – press release, goal is to do a press release every month

- iv. Third Thursdays has sort of been happening, will send out a survey and will see if we get any feedback on it, make sure we are meeting the business owners' goal
  - 1. Email list, collecting feedback at the townhall
  - 2. Vicki discussed her interest, and how people can know more about it
  - 3. In the past, Main Street offered cards that folks handed out, keeping in the forefront of minds
  - 4. Would revisit the open flags, maybe they need to smaller, offer business owners to buy them
- v. Ben has restarting email blasts with Main Street update
- vi. Committee and community members have shown some interest in Mad Market Days, to get more feedback, Main Street could do a survey and include the topic in the upcoming townhall
- f. *Motion to approve meeting minutes with the exception of EV, motion by Ben, second by Paul, motion carried*

VI. **Financial Report – Treasurer Ryan Dieringer**

- a. Bid funds have come in
- b. Purchased office shelving this last month
- c. Would like to get signage approved for wall outside of Main Street office, mural structure, mural/signage runs \$800, Ben R will send mock ups for board approval
- d. Blade signs are on order and should be coming soon.
- e. Discussed the planters for the front of the building. Marsha filled them this year but Main Street can take them over next year if they would like
- f. *Ryan makes motion to approve mural signage outside of Main Street office as long as it does not exceed \$900, Vicki seconds, Ben B abstains, motion carried*

VII. **Executive Director Report – Executive Director Ben Rauen**

- a. Had Bid board meeting last month, got feedback about communication, marketing,
- b. Discussed on important business visits / property owner visits are to keeping communication flowing in the downtown
- c. Ben R is in communication with new business owners that are considering starting business in area
- d. Went to Sanchez ribbon cutting, they would like to add some seating to Hardacre park for dining, working with city on that, Main Street is advocating for them along with other businesses to have that opportunity, would be nice to see more activity outside in the summer, Scott Koran and Paul Rogers think it would be a good use of the park for Sanchez to offer dining there.
- e. The new boutique Rocky Road boutique is having a great business experience to start out
- f. Town hall –town hall is slotted on May 29th 8 – 9:30 @ Second Street Community Center, city staff, and local business owners, Ben B will moderate, looking to get feedback to plan programming

VIII. **Other Business: Hub City Days Volunteer Needs and Updates**

- a. Ben R is sending out volunteer opportunities for Hub City Days and reminded the board that this is a mandatory board commitment
- b. Rodney and Main Street are working on the layout for the car show, and there is a meeting on May 9<sup>th</sup> between Rodney and Main Street. Main Street needs to be prepared for when Rodney is ready to move on. Amanda, Rodney's daughter has been very helpful in continuing to make the car show a success.

- c. Family Zone will be different this year. There will be no race cars. Hub Life Church would like to help, along with Wood County Health department.
- d. Reis martial arts and dance academy will perform like previous years
- e. Still need volunteers for garbage and street opening, discussed getting creative about getting groups in for volunteering
- f. Jill suggested a Hub City Day's app for promotion committee, and using sign up genius for volunteers

**IX. Adjournment**

Executive Meeting

- Discussed Hub City Days upcoming meeting
- Discussed minutes being posted on the website
- Discussed Main Street onboarding for new board members