



BOARD OF DIRECTORS MEETING AGENDA

October 1, 2025 | 7:30 a.m.

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

Ex-Officio Presence: Nicki Anderson, Kaelie Gomez, James Lieven, Matt McLean, Denise Sonnemann

Staff: Diane Gallatin

Excused: Ryan Dieringer

Unexcused:

- I. Call to order**
- 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. Citizen Comments - none**
- V. Intros for James Lieven, New City Planner**
- VI. Executive Board Update:**
 - a. Next steps with Executive Director Position
 - i. All thank you cards are done, 2 passed around to sign for the entire board
 - ii. Carter Howe, the new ED, starts on Oct 13th
 - iii. Jenna asks that all board members set up a meeting/intro with him, Jenna emailed out the calendar
 - iv. In his first week, he will attend WEDC training
 - b. BID Board Meeting (Hub City Days Recap)- 8AM Oct 22, 2025
 - i. At the community center
 - ii. Jenna asked that committee chairs bring any updates/recaps to her so she can include in the presentation
 - c. Funding from City update
 - i. Asked for funding marketing grants, general marketing, downtown beautification, etc.
 - ii. It has been pushed to budget discussions, we may not get the full ask
 - iii. Jenna will keep the board updated
 - d. Hub City Days subcommittee volunteers (need 2 board members)
 - i. If anyone is interested in joining this committee please let Jill know
 - ii. Committee will be at least: 2 board members, one person from promo, Ryan from Org
 1. Vicki and Nicki volunteer to be part
 - e. Wanting to continue the Farmer's Market thru the winter – hoping the space would be handicap accessible
 - i. Nicki suggested that Chestnut Center of the Arts
 - ii. Matt suggested the old wine and cheese shop
 - iii. It will be a 10a-2p window
- VII. Partner Updates:**
 - a. Council Update – Mayor & Alderman – no update
 - b. General Update – City Administrator Steve Barg
 - i. James introduced himself as the City Planner,
 - ii. Budgeting meetings for the city – see the city website for details

- iii. Council has authorized that Main Street funding be discussed to be put in the budget
 - 1. No potential changes until after 10/6
 - iv. Building revitalization grant monies will be \$33,000 (is down from previous years)
 - v. City will not continue with Jeffers, they are doing a new RFQ for the Weinbrenner, deadline is Nov 7th
 - vi. New developers are working to increase residential in the city
 - vii. James will work on a comprehensive plan for the city, will be asking for community engagement
 - viii. Kaelie suggested that James get a copy of the revitalization packet
 - c. Parks & Plaza Update – Nicki Anderson
 - i. Zoo has the Halloween events this weekend, trick -or- treating event at the Zoo
 - ii. Zoo has added new animals
 - iii. Fall sports are in full swing
 - iv. #s will be out soon of the recap of the summer pool, was well attended, had rainy days early on
 - v. Department is preparing for holiday season
 - d. Police Department - Jody Geurink – no update
 - i. Jenna noted that Jody has been so supportive when asking for info for grants
 - ii. Department has new barriers that will increase safety for Hub City Days
 - e. MACCI Update - Denise Sonneman
 - i. Winding down for the year, major events are done
 - ii. Sierra submitted grant to WEDC, won't find out about that until December
 - iii. Will set up a quarterly meeting with all the partners
 - f. Visit Marshfield Update - Matt McLean
 - i. Hosted Maple Fall Fest, had great turnout and weather, was scrambling for volunteers but had enough help
 - 1. One of the largest turnouts they've had
 - 2. Columbus did a great job with the Pancake Breakfast
 - 3. Were able to help vendors and visitors with golf carts
 - ii. Working on Visitor Guide
 - 1. Matt asked for any images of Hub City Days
 - 2. Paul will share photos
 - iii. Working thru social media calendar for next year
 - iv. Reminded everyone to use online portal to submit an event
 - v. Continuing to work with the city to renew the agreement
 - g. Marsha asked about Holiday Guide, discussed effort to get that accomplished
 - i. Vicki suggested that we used the template that already exists
 - h. Community Foundation Update - Kaelie Gomez
 - i. Great projects are going on right now in Marshfield – Greise will break ground next spring, ride share program is making progress as well
 - ii. Programs/Orgs that are not being funded by city's are coming to the foundation
 - iii. Foundation is prioritizing immediate needs like baby supplies, children's hunger
 - iv. Keep things warm drive will come at the beginning of November
 - v. Main Street got the funding for furniture in Hardacre Park
 - 1. Next steps in working with the city for garbage cans
 - vi. Kaelie suggested that we start a fund for beautification downtown, and push for it to be endowed

VIII. Committee Updates & Approval of Meeting Minutes:

- a. Board Meeting - **09.03.2025**
- b. Design Committee - **09.03.25, 09.10.25**
 - i. Spent last meeting with Sue on Nations Lending, working hard to get Jurustic statues out before winter, pausing storefront contest, discussed adopt a parking lot

- c. Economic Vitality Committee - **09.11.25, 5.25.2025**
 - i. Townhall Oct 23, 8am – 9am, at Chestnut, we will need to do our own set up
 - ii. City will be represented, Boson may offer an architect, Ashley may represent commercial real estate
 - iii. Marsha will send event info to Ben and Danielle will send I out on an email blast
 - iv. Working with WEDC to have more in-person hours
 - v. Hoping that the grant that MACCI applied for gets awarded in full
 - vi. Discussed Ignite Wisconsin grant
- d. Organization Committee - **09.10.25**
 - i. is willing to assist with the Town Hall
 - ii. set to go with the Beer Walk
 - iii. Holiday Parade and Wine Walk are in the planning process
 - iv. Discussed Hub City Committee
 - 1. Would include a more formal discussion with Rodney
 - 2. Hoping to structure the planning better
- e. Promotion Committee - **09.09.25, 6.10.2025**
 - i. Discussed need to for Hub City Day committee
 - ii. Will send out google survey for Hub City Days
 - iii. Halloweek is taking shape, Central Wisconsin Broadcasting is kindly helping to advertise
 - iv. Beer walk will have smaller glasses this year
 - v. Press Release was sent out for halloweek
 - vi. Promo will connect with Matt at Visit Marshfield
- f. *Motion to approve all the above minutes by Vicki, second by Paul, motion carries., All committee minutes from May to September are now approved (in-person and via email).*

IX. Financial Report – Treasurer Ryan Dieringer – no formal update

- a. Jenna passed around Hub City Day specific financials

X. Executive Director Report – N/A

XI. Other Business:

- a. Jenna is hoping to get GEO fencing for Hub City Days
- b. Jenna would like to schedule 2025 accreditation, likely February
 - i. discussed ways to improve our accreditation: creating handbook, board guide, reviewing strategic plan, exploring youth board member, volunteer recognition, Erin is willing to help with this
- c. Paul suggested that we work to make the Beer Garden profitable at Hub City Days
- d. Jenna will check with Erin to see if we should be doing a formal approval on the financial report
- e. Jenna wanted to make sure that board members do one training yet this year

- Adjournment