



BOARD OF DIRECTORS MEETING AGENDA

November 5, 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 (via phone) Ryan Dieringer

Ex-Officio Presence:

Staff: Diane Gallatin, Carter Howe, Isabelle Grethen

Excused: Izzy Grethen, Ryan Dieringer, Ashley Fredrick

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. **Executive Board Update:**
 - a. **Bid Board Meeting Recap**
 - i. This was Carter's first meeting, board was interested in learning more about Carter, appreciated moving Trick or Treating to Thursdays, Jenna gave Hub City Day recap
 - b. **Funding from City update**
 - i. Funding currently in the budget - welcome back grants and downtown beautification
 - ii. Jenna went and spoke at citizen comments to express support for the revitalization grant, council voted to put that back in the budget
 - iii. Marsha discussed that Economic Vitality will discuss and bring opportunities to housing committee at the city level
 - c. **Follow up on processes/events**
 - i. Town Hall went well, it was recorded so it can be watched online
 - ii. Discussed how org and economic vitality can work together to finalized details for future events like the town hall
 - iii. Discussed how we would like to be able to communicate directly with property owners and business owners. We can do this through email blasts.
 1. Ben suggested an annual calendar of events with townhall and to send out a mailer at start of calendar year
 2. Discussed how website is out of date, should be updated. Carter will work on this
 - d. Jenna discussed Carter's need for 2 monitors and dock
 - i. *Vic made motion to invest \$500 in improved technology, second by Ben, motion carried.*
 - ii. Carter will get pricing for cell phone for dual authentication to increase security
- VI. **Committee Updates & Approval of Meeting Minutes:**
 - a. Board Meeting 10.1.25
 - b. Design Committee 10.08.25
 - i. Welcome Grant did just close, 3 of 7 projects weren't completed, funds need to be released yet, design committee will be discussed for funds to be dispersed, will request that funds to roll over to 2026, committee would like open applications earlier (march) next year
 - ii. Marsha discussed the challenges of finagling all the details to making the most of the granting.
 - c. Economic Vitality Committee 10.9.25

- i. Town hall was well attended and went well overall
 - 1. Carter will email attendees with discussion points, will go out 11/5
 - 2. Thank you to speakers has gone out
 - 3. Consider scheduling 3 town halls for 2026
 - ii. EV has put together a list of 90 different granting opportunities
 - 1. Marsha emailed the interested parties in the community
 - 2. James at the city might be the best person to hold all this information
- d. Organization Committee 10.8.25
 - i. Discussed wine walk, we are still in need of a \$2K sponsor, made more on the parade sponsorship so funds could even out, ordered glasses
 - ii. Sub group for parade will meet soon – Nov 10
 - iii. HCD committee will meet in January
 - iv. Waiting on geofencing for Trick or Treating
 - v. Next meeting downtown awards will be discussed, narrow award list, engage public, give unique categories,
- e. Promotion Committee 10.14.25
 - i. Did not have quorum, went over details for halloweek
 - ii. Discussed parade
- f. Jenna encouraged that committees look through the annual priorities so that we are completing our priorities the year
- g. Jenna discussed all the things we need to improve for annual accreditation and moving forward

Motion by Rhonda to approve meeting minutes, second by Ryan, motion carried.

VII. Financial Report – Treasurer Ryan Dieringer

- a. Sponsorships look different this year, more interest in Parade than wine walk

VIII. Executive Director Report – Carter Howe

- a. Week 4 for Carter, has done around 35 business visits, hoping to do a lot more
- b. Beer walk was extremely successful, business owner feedback was positive, increased foot traffic, improved visibility for downtown, a short survey is going out to attendees today, looking forward to seeing that feedback
- c. Vicki requested that a survey go to all the business owners, as well
- d. Bid meeting went well
- e. Town Hall went well and Carter listed all the issues that were discussed
- f. Carter is meeting with board members 1 on 1
- g. Started relationship building with MACCI, Visit Marshfield, City, focusing on communication
- h. Was part of the farmer's market discussion
- i. Carter will give Jen Delis and council a bi-weekly update from Main Street
- j. Carter will make a volunteer list in mailchimp so when we have needs, we can communicate with them.

IX. Other Businesses

- a. Holiday Parade 11.20.25
- b. Wine Walk 12.6.25
- c. Marsha discussed Glitz and Glow up Holiday Event this weekend at the Coven and how it will bring traffic downtown

X. Adjournment