



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, January 4th | 7:30am

Board Presence: Jenna Hanson, Kelly Korth, Robert Warren, Danielle Winer, Brad Remmen, Rhonda Urlaub, Vick Tracy, Ryan Dieringer, Ann Dieringer, Jill Lutz, Marsha Bushman, Jake Nyen

Ex-Officio Presence: n/a

Staff: Kaelie Gomez, Diane Gallatin

Excused:

Unexcused: Melissa Meyer

- I. Call to order – President Brad Remmen
- 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. Vote on potential new board members
 - a. *Vicki makes motion to approve Jake Nyen, Ann seconds, motion carries*
- V. Committee Updates
 - a. Design Committee
 - i. No update
 - b. Economic Vitality Committee
 - i. No update
 - c. Organization Committee
 - i. Discussed dumpster enclosure in the 100 block
 - ii. This plan would need to be approved by public works but because their staffing is low at the city, we are not sure how quickly it could move. Also want to discuss with the property owners
 - iii. Discussed the possibility of a “Rear Entrance Grant”
 - iv. Discussed Awards Bash, sponsorships, awards decisions will be made by the org meeting and approved by the board via minutes
 - d. Promotion Committee
 - i. All the holiday event feedback was successful
 - ii. Cabin Fever Update – February 18 – discussed needs to advertise, wanting to coordinate with other businesses, luminary hikes will be starting, Boson is putting together snow fest celebrating their 90th anniversary
 - e. Approval of Main Street Marshfield Meeting Minutes
 - f. *Marsha makes motion to approve meeting minutes second by Ann, motion carries*
 - g. Board Meeting – December 7th, 2022
 - i. Design Committee – No meeting

- ii. Economic Vitality Committee – No meeting
 - iii. Organization Committee – December 21st, 2022
 - iv. Promotion Committee – December 13th, 2022
- h. Executive Director Report – Executive Director Kaelie Gomez
 - i. Dave's Guittar + Kailey's Kandles have moved
 - ii. 2 openings downtown – where Kailey's Kandles + Mission Nutrition was
 - iii. CDI grant – allows city to apply for grant that will offer funds to a business that surge economic growth
 - iv. Marsha discussed potential outdoor workout space
 - v. Ann discussed how Stroman Park will be revamped – will become more of a greenspace potentially
- i. Financial Report – Treasurer Rob Warren
 - i. No major standouts on the balance sheet
 - ii. Working on tax returns now
 - iii. Discussed normalcy of 2022 versus '21, '20 – a point to be noted at the next BID board meeting
- j. Other Business
- k. Recommend items for future agenda
- l. Adjournment

Executive Meeting

- Discussed potential fine-dining opportunity downtown
- Discussed adding upcoming events to end of the agenda, send outlook invites for events + meetings
- Discussed board attendance, looking at the potential adding a college student to the board
- Discussed addition to board commitments about social media activity