



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, September 6 | 7:30am

Board Presence: Kelly Korth, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jill Lutz, Amy Krogman, Marsha Bushman, Ashley Fredrick (via Phone), Vicki Tracy

Ex-Officio Presence: Steven Barg, Matt McLean, Nikki Anderson, Denise Sonneman, Stacey Schultz

Staff: Diane Gallatin, Kaelie Gomez

Excused: Jacob Nyen, Ryan Dieringer, Jill Lutz

Unexcused:

- 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. **Partner Updates**
 - a. **City of Marshfield**
 - i. Council Update – no update
 - ii. General Update – Mayor Lois TeStrake & City Administrator Steve Barg
 1. Dividend funds from Marshfield Utilities could be used in a new influential way
 2. Police Department will likely get moved to the Buffalo Building south of town
 3. Finalizing the budget for 2024
 - b. **Police Department Update** - Police Chief Jody Geurink – no update
 - c. **Parks Update** – Parks & Recreation Event Program Coordinator Nicki Anderson
 - i. All fall mode
 1. Fountain is off
 2. Boo in the zoo coming up
 3. Preparing for Holloweek
 - ii. Braim tennis courts will be transition to pickle ball
 - d. **Marshfield Area Chamber of Commerce & Industry** – MACCI Executive Director Denise Sonnemann
 - i. October Fest coming up
 - ii. Firm of the Year is this month for Dental Crafters
 - iii. Working Women’s Wednesday coming up
 - iv. Business after Five – Halloween theme

- e. **Marshfield Area Community Foundation** – MACF Executive Director Stacey Schultz
 - i. In current audit season
 - ii. Distributed 20-some grants in 2023
- f. **Visit Marshfield** – Visit Marshfield Executive Director Matt McLean
 - i. Maple Fall Fest was a success, Saturday was one of the best days ever
 - 1. Over 150 booths, with 120 vendors
 - 2. Had a record year for sponsorship – Nelson Jameson was presenting sponsor
 - 3. Had a great exposure with news reporting
 - ii. Continuing working on budget + working on Visitors Guide

V. Committee Updates & Approval of Meeting Minutes

- a. Board Meeting – September 6th, 2023
- b. Design Committee – September 12th, 2023
 - i. Went through the façade + interior conversion grant, updated information
- c. Economic Vitality Committee – *Lack of quorum* – no update
- d. Organization Committee – September 13th, 2023
 - i. Discussed volunteer needs for Holloweek
 - ii. Holiday Parade safety was addressed
 - iii. Small Business Saturday is planning + fully staffed
 - iv. Downtown Awards Bash planning has started, determining another location for bash – potentially Chestnut Center or Community Center
- e. Promotion Committee – September 12th, 2023
 - i. Events planning are going well
 - ii. Continuing to fundraise + plan for the fitness court
 - 1. Received \$5,000 from Community Foundation
 - 2. Need a total of \$160,000, we've raised \$55,000
 - 3. Cabin Fever will be coordinated Snow Fest, Snow Fest will be the kickoff
 - a. January 27th – Snow Fest
 - b. Feb 3 weekend: Luminary Hikes start
- f. *Marsha made motion to approve meeting minutes, second by Vick, motion carried*

VI. Executive Director Report – Executive Director Kaelie Gomez

- a. Possible new limit parking by Nutz Deep
- b. War Room is likely moving out of downtown
- c. Merle Norman will open new, expecting a solid holiday season
- d. Ashley Fredrick has been helpful with working through vacant properties downtown, along with available resources
- e. Schriener plumbing will likely close soon – Pat will be retiring.
- f. Kaelie has joined Rotary + making new connections
- g. Website redesign meeting happened with Simplicity; goal is to have it done for the new year
- h. Street light pilot was approved by street department
- i. Forward Bank is finalizing account today 10/4/2023
- j. Kaelie asked board to help with business visits for upcoming events
- k. Continuing to work on fitness grant
- l. Bid Board meeting is Oct 18th 8am
- m. Attended the WEDA conference, Kaelie suggested becoming a member

VII. Financial Report – Treasurer Jake Nyen (no present)

- a. Brad went over generals
- b. Still working on HCD wrap up, will determine how/where to distribute the wrap up
 - i. Will likely bring to BID Board

VIII. Other Business

IX. Recommend items for future agenda

- a. Marsha proposed discussing our financial status + moving forward
- b. Discuss how to make board meetings more efficient, how often partners should attend meetings

X. Adjournment

- a. *Motion to adjourn by Marsha, second by Vick*

Executive Committee Meeting

- 1. discussed how to keep board meetings efficient
 - a. reach out to committee chair prior to chair , give one thing that the board should know + include that in minutes, all the updates should take 15 minutes