



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, February 1st | 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: Steve Barg, Lois TeStrake, Stacey Schultz, Karen Olson

Staff: Kaelie Gomez, Diane Gallatin

Excused: Marsha Bushman, Rhonda Urlaub

- 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. **City of Marshfield Updates**
 - a. Council Update – Alderman Mike O’Reilly
 - b. General Update – Mayor Lois TeStrake & City Administrator Steve Barg
 - c. Police Department Update - Police Chief Jody Geurink
 - d. Parks & Plaza Update – Parks & Recreation Event Program Coordinator Nicki Anderson – no update
 - e. Marshfield Area Chamber of Commerce & Industry Update – MACCI Business Development Director Karen Olson
 - i. Looking for new staffing – President + Events Coordinator
 - ii. Coffee + Connections
 - iii. Whiskey + Wine event – looking for volunteers
 - iv. Extreme Exploration is next week
 - f. **Marshfield Area Community Foundation Update** – MACF Executive Director Stacey Schultz
 - i. Kindness campaign starts today
 - ii. Scholarships close in February, then they will be awarded
 - iii. Started new grant cycle
 - iv. Continuing to work on the refugee resettlement
 - g. **Visit Marshfield Update** – Visit Marshfield Board President Al Chaney – no update
 - h. **Committee Updates**
 - i. Design Committee – Executive Director Kaelie Gomez
 1. Working on planter design for medians
 - ii. Economic Vitality Committee – Executive Director Kaelie Gomez
 1. Joe from Main Street will be coming and consulting for property improvement + designs

- iii. Organization Committee – Committee Chair Brad Remmen
 - 1. Discussed + planned awards bash
 - 2. Discussed sponsorships
 - iv. Promotion Committee – Committee Chair Marsha Bushman
 - 1. Discussed Cabin Fever Run – has full sponsorship
 - a. Cabin Fever Fest will be similar last year
 - b. Inviting hockey teams to come and play
 - c. United for Community Wellness would be a great partner
 - d. Still need volunteers at the bar
 - i. **Approval of Main Street Marshfield Meeting Minutes**
 - i. Board Meeting – January 4th, 2023
 - ii. Design Committee – No meeting
 - iii. Economic Vitality Committee – Lack of quorum
 - iv. Organization Committee – January 11th, 2023
 - v. Promotion Committee – January 10th, 2023
 - vi. *Motion by Vicki to approve meeting minutes, second by Jill, motion carried*
 - j. **Executive Director Report** – Executive Director Kaelie Gomez
 - i. Mission Nutrition is out of their building, not sure who is filling that space
 - ii. Royal Tokyo building is for sale, not the restaurant
 - iii. All Roads Re-estate
 - iv. Awards Recap
 - 1. All Awards have been given in-person from the Awards Bash
 - 2. 85 people in attendance
 - 3. Awards Bash video has been posted on social media
 - v. Year in Review + Economic Profile will be coming out soon
 - vi. Flowers for Planters will go out to BID soon
 - vii. Continuing to partner with Pathways Partners – MSM will speak
 - viii. Joe from Main Street is coming in March to discuss
 - ix. April 11-13 Retailworks will be coming to help folks with window display
 - x. April 21st – Wisconsin Main Street Awards in Lacrosse
 - 1. Will be submitting the volunteer of the year, holiday guide
 - xi. Feb 2 EDB Meeting – looking for new president
 - xii. April 19 – BID Board
 - k. **Financial Report** – Treasurer Rob Warren
 - i. Starting a deep dive in financials
 - ii. Craft Show may be added to Hub City Fest
 - iii. Current Food Vendor costs - All day - \$200, 10-3 - \$100
 - l. **Other Business**
 - i. Craft Show be potentially added to the 100 block
 - 1. Keep open spaces for downtown businesses' tents, possibly free
 - 2. Main Street would only offer promotion support, but she will also do marketing
 - 3. Let Kris tell us the vendor fee
 - 4. Need to investigate how many tents can fit on 100 Block
 - 5. Consider how registration will be handled – have checks written out to Main Street
 - 6. Write up agreement, keep on file all agreement at Main Street
 - 7. The Board determined:

- a. Kailey Kandles does all registration, set up, tent placement
 - b. MSM will take registrations with TBD percentages
 - c. MSM will promote event, KK will promote as well
 - d. Draft MOU will come to next meeting
 - e. *Vick moved that MSM puts together MOE, discuss with Kris on details for attendance, cost, + follow-up for final vote, 2nd by Jake, motion carried*
- 8. Jill proposed medical tent for Hub City
- 9. Discussed on how to book end event
- 10. Out of the Blue will be moving to the old Ripple building
- 11. Antiques will be going into the old Kailey's Kandles building
- ii. Discussed Financials
 - 1. Looking at other communities for mill rates, Marshfield is low in comparison
 - 2. Brad proposed finding sponsorship versus only looking at the BID funding
 - 3. Referenced re-formatted budget sheet
 - 4. Discussed opportunities for sponsorship
- m. Recommend items for future agenda**
- n. Adjournment**

Executive Committee Meeting Minutes

- BID Board Meeting reflections
- continue facilitate communication between Main Street Marshfield, Property Owners, + Business Owners