



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, March 1st | 7:30am

Board Presence: Jenna Hanson, Kelly Korth, Brad Remmen, Vick Tracy, Ryan Dieringer, Ann Dieringer, Jill Lutz, Marsha Bushman, Jake Nyen, Marsha Bushman

Ex-Officio Excused: Steve Barg, Lois TeStrake, Stacey Schultz, Karen Olson **Staff:** Kaelie Gomez, Diane Gallatin

Excused: Danielle Winer, Rhonda Urlaub, Robert Warren

- 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. **Committee Updates**
 - a. **Design Committee – Executive Director Kaelie Gomez**
 - i. No meeting
 - ii. Working on individual projects
 - iii. Looking at putting commercial lights in the downtown
 - b. **Economic Vitality Committee – Executive Director Kaelie Gomez**
 - i. Talked about upper-level residential tour and housing programs
 - c. **Organization Committee – Committee Chair Brad Remmen**
 - i. Discussed awards bash
 - ii. Discussed sponsorships and funding opportunities for 2024
 - iii. Discussed Cabin Fever Fest- try to colab with Boson for next year and bring Snow Fest and Fever Fest together
 - 4. Applying for Wood County grant for funding the organization
 - d. **Promotion Committee – Committee Chair Marsha Bushman**
 - i. Discussed Cabin Fever Run
 - 1. Uptown sold coffee and tea and sponsored drinks for runners.
 - 2. Start Fest as soon as runners get back, not any later.
 - ii. Fitness Court
 - 1. Parks and Rec is interested
 - 2. Need to find out which locations would be best and what approval process is needed

- iii. Hub City Days
 - 1. Looking to add craft show
 - 2. Eliminating the Strong Man competition
 - 3. Possibly bringing back Movies in the Park

V. Hub City Days

- a. Thursday Night- Business After 5 downtown then possibly movie?
- b. Friday Events
 - i. Street open for shopping and dining
 - ii. Bike event on 100 Block
 - iii. Beer tent and Hub City Concert Series in the Plaza
 - iv. Craft show set up after 7pm
- c. Saturday Events
 - i. Car show
 - 1. Ensure car show reaches the 900 block by not going down side streets
 - ii. Artisan markets in the Plaza
 - iii. Music featuring Shirts and Skins
 - iv. Brew Fest- 3 breweries confirmed
 - v. Security Confirmed- WCCN
 - vi. Beer Prices = \$5 per can

VI. Approval of Main Street Marshfield Meeting Minutes

- a. Board Meeting
- b. Design Committee
- c. Economic Vitality Committee
- d. Organization Committee
- e. Promotion Committee
- f. *Motion by Ryan to approve meeting minutes, second by Vicki, motion carried*

VII. j. Executive Director Report – Executive Director Kaelie Gomez

- a. Kaelie gave city update
- b. Thank you notes for all 2022 sponsors going in the mail
- c. RFP for planters is out
- d. Joe from Main Street is here today to help with upstairs buildings
- e. Shrpa meeting at Uptown to discuss how to use app
- f. Restaurant consultant SPDEC hoping to come through Wisconsin Main Street for MACCI's coffee and connections program
- g. Retail Works coming in March for a tech visit for window installations
- h. Wisconsin Main Street Awards on April 21, 2023 in La Crosse.
- i. Next Bid meeting on Apr 19, 2023

VIII. Financial Report – Treasurer Rob Warren

- i. A lot of our income has not come in yet

- ii. We need to make sure our organization is cost conscious

IX. Other Business

- i. Vote on new board member, Amy Krogman,
- ii. *Motion by Jenna to approve Amy Krogman as new board member, second by Kelly, motion carried*

X. Recommend items for future agenda

XI. Adjournment