



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, April 5th | 7:30am

Board Presence: Jenna Hanson, Ryan Dieringer, Vick Tracy, Amy Krogman, Danielle Winer, Brad Remmen, Rhonda Urlaub, Jill Lutz, Marsha Bushman

Ex-Officio Presence: Matt McLean, Stacey Shultz, Nicki Anderson

Staff: Kaelie Gomez, Diane Gallatin

Excused: Kelly Korth, Jake Nyen

Unexcused: Ann Dieringer

- 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 – no update
 - b. General Update – Mayor Lois TeStrake & City Administrator Steve Barg – no update
 - c. Police Department Update - Police Chief Jody Geurink
 - i. Continuing to monitor + address speeding on central + drug use downtown
 - d. Parks & Plaza Update – Parks & Recreation Event Program Coordinator Nicki Anderson
 - i. Vandehey Waters is prepping for open
 - ii. Wild Wednesdays are scheduled
 - iii. Plaza coordinating is going full steam ahead – Concert series are running June + July
 - iv. Plaza is accommodating to many private rentals
 - e. Marshfield Area Chamber of Commerce & Industry Update – MACCI President Denise Sonnemann
 - i. Settling into her position, planning for Dairy Fest
 - f. Marshfield Area Community Foundation Update – MACF Executive Director Stacey Schultz
 - i. Good Heart Award (for high schoolers showing extra kindness) was awarded
 - ii. Scholarships were awarded to 175,000 was awarded
 - iii. 300 May Day Kindness baskets will be prepared + distributed
 - g. Visit Marshfield Update – Visit Marshfield Matt McLean
 - i. Focusing on seasonal change on website/marketing
 - ii. Grant process is open right now
 - iii. “Best of Marshfield” will come out soon

- iv. Continuing to development plant for hockey sports facility + relocation of Jurustic Park
 - v. Shared social media analytics, following, etc.
- h. Committee Updates
 - i. Design Committee
 - 1. Discussed lighting downtown (trees), planters
 - 2. Mill Creek will fill the downtown planters again this year
 - 3. Presented Adopt a Parking lot Program
 - ii. Economic Vitality Committee
 - 1. Did an upper-level tour of downtown properties
 - 2. Folks can now apply to the façade grant to renovate upper-level improvements
 - iii. Organization Committee – no meeting
 - iv. Promotion Committee – no meeting
 - 1. Continuing to work on outside workout space, Marsha will bring back updates on location
 - 2. Shared upcoming events for downtown
- i. Approval of Main Street Marshfield Meeting Minutes
 - i. Board Meeting – March 1st, 2023
 - ii. Design Committee – March 15th, 2023
 - iii. Economic Vitality Committee – N/A - upper level tour
 - iv. Organization Committee – N/A
 - v. Promotion Committee – N/A Main Street Marshfield,
 - vi. *Motion to approve Main Street Marshfield Meeting Minutes by Vick, second by Ryan, motion carried*
- j. Executive Director Report – Executive Director Kaelie Gomez
 - i. Mode di Vie has now opened
 - ii. Discussed how to hang “open” flags – will direct folks to Hiller’s
 - iii. Kaelie met with garden club this month + gave planter, bed update
 - iv. Sherpa micro influencer meeting at Uptown
 - v. Coffee + Connection will continue with MACCI
 - vi. Retailworks in visiting next week – board is invited to lunch
 - 1. Mode di Vie, Senior Craft Shop, Kailey Kandles, etc.
 - vii. Did presentation at High School for Pathway Partners
 - viii. Last opportunity to sign up Wisconsin Main Street Awards on 4/21
 - ix. Storytelling workshops on June 14th
 - x. Hub City Updates
 - 1. Bike event on Friday, Concert at Uptown
 - 2. Will continue with Car Show
 - xi. BID Increase Presentation 4/19 @ 7:30 – Kaelie has asked all board members to attend
- k. Adjourn to executive session
- l. Financial Report – President Brad Remmen
 - i. BID money has come through
 - ii. Encouraging board to stay on budget with large events + sub-events
- m. Vote on new board treasurer
 - i. Jenna nominates Jake as new board treasurer, second by Vick, motion carries.
- n. Vote on new board member(s)

- i. Rhonda makes motion to nominate, second by Amy Krogman, motion carries
- o. Insurance updates
 - i. Removed trailer from insurance
 - ii. Bare minimum additions – Liability cover for mechanically operated devices, \$15,000 crime (cash) coverage
 - 1. Motion to add \$213 to insurance policy by Ryan, second by Jenna, motion approved. Board determined to add bare minimum additions
 - iii. Discussed cash handling protocol + how improve it. We will continue this discussion offline in preparation for Hub City Days
- p. BID draft presentation review
 - i. Propose to increase funding from the BID
 - 1. Discussed inflation + increase in property value
 - 2. Compared Mill Rates to other communities
 - ii. Need clarification on how amount from BID is determined
 - 1. MSM asks for certain amount, or ask for Mill rate to be increased
 - 2. Will discuss with Steve Barg, Chris + Erin Howard about ask + agreement
 - iii. Went over how presentation will go
 - 1. Brad went over the financial details
 - 2. Vicki Tracy will give background as a business owner, etc.
 - 3. Kaelie will discuss what will happen if we aren't funded appropriately
 - 4. Share the "you got its"
 - 5. Jenna will give experience on background on board
 - iv. Amy makes motion to approve the request to increase Mill rate/BID contribution as stated in proposal (see handout), second by Vicki, motion carried.
- q. Other Business
- r. Recommend items for future agenda
- s. Adjournment