



BOARD OF DIRECTORS MEETING MINUTES

DATE: May 3, 2023 | 7:30am

Board Presence: Ryan Dieringer, Ann Dieringer, Amy Krogman, Marsha Bushman, Brad Remmen, Kelly Korth, Jill Lutz, Ashley Fredrick, Vicki Tracy, Jake Nyen

Ex-Officio Presence: Nicki Anderson

Staff: Kaelie Gomez, Diane Gallatin

Excused: Danielle Winer, Rhonda Urlaub, Jenna Hanson

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. Committee Updates
 - a. Design Update – no update
 - b. Economic Vitality Update – met with RetailWorks
 - c. Organization Committee- no update
 - d. Promotion Committee
 - i. Focusing on outdoor fitness park
 - ii. Working on Hub City Days
 - e. Motion to approve Main Street Marshfield Meeting Minutes by Vick, second by Ryan, motion carried
- V. Fitness Court Presentation- National Fitness Campaign Staff
 - a. “Changing the way America thinks about fitness”
 - b. Select a local artist to design backside of the park
 - c. Size 38’x38’ - size of tennis court
 - d. Designed to work with adults of all ages and ability levels – mobile app for free workouts. ADA accessible
 - e. Low maintenance, durable, built to last decades outside
 - f. Marshfield would be first in our region.
 - g. Funding available for new partners
 - i. Wellness is a priority
 - ii. Sites with impact – visible, active, connected
 - iii. Funding requirement – court, concrete slab, install = 130-170k
 1. 100% grant funded
 - h. Utilization rate is tracked by mobile app engagement.
 - i. Insurance for equipment or injury falls under the City as they own the property

- j. Motion to move the project forward with Promotion committee taking the lead in partnership with Park and Rec and exploring funding opportunities in confinement on location. Vicki motions, Marsha seconds. Motions passes
- VI. Executive Director Report – Executive Director Kaelie Gomez
 - a. BID presentation went very well
 - b. We were asked to remove the clock on 100 Block. It is not a working functional clock; \$200 to remove
 - c. RetailWorks came for Mode De Vie, Silent Crow Antiques, Circle the Date, Senior Craft Shop.
 - i. We need to prep businesses a little more before
 - d. Restaurant Consultant coming next week – Nutz Deep II, Brew Pub, 2 ½ Cups, Uptown Coffee
 - e. Planters are out
 - f. Application for Downtown Light Pole Banner Program Policy now in place
 - i. Motion to make a formal application by Amy, second by Ryan, motion passes
- VII. Financial Report- No update
- VIII. Other business
 - a. Please help volunteer for Dairyfest
- IX. Recommend items for future agenda- none
- X. Adjournment