



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, July 12th | 7:30am

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

Ex-Officio Presence:

Staff: Diane Gallatin, Kaelie Gomez

Excused: Jacob Nyen

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 Committee
 - i. Discussed planters + lighting for trees, visited Jurustic park to see how we can integrate his sculptures in the downtown
 - ii. Will test a few trees with solar lights but then will try direct wire if necessary
 - b. Economic Vitality Committee
 - i. Approved all of downtown marketing grants, all 6 spots are filled, meet and greet tonight
 1. Uptown Coffee, Grey Dog Axe Throwing, Janel’s Clothing Boutique, Northwood County Historical Society, Marshfield Family Chiropractic, Roger Cinema
 - ii. Discussed potential of Axe Throwing Competition during Hub City Days
 - c. Organization Committee
 - i. Storytelling workshop was attended well, \$2000 brought to downtown
 - ii. Hub City Days planning is going well, Hub City Day business visits happening today
 - iii. Kaelie will make proposal to EBD
 - iv. Applying to Wood County Economic Grant, in process right now
 - d. Promotion Committee
 - i. Passed along final list of Hub City Days sponsors
 - ii. Continuing to work on ad book
 1. Discussed sending a letter with Rodney’s signature to proposed the ad space again
 - iii. Shop Hop + Cruz in event is looking good, lots of activities
 - iv. National Fitness Campaign – Marsha submitted the grant, discussed that we will not do a fundraising/capital campaign, discussed the special interest groups that will be

addressed as we move forward – VFW, other insurance agencies, will work for funding in the next 6 months, approval by city council by January 9th, potential install by spring of 2024

v. Halloweek is sponsored by Land o Lakes

V. **Approval of Main Street Marshfield Meeting Minutes**

- a. Board Meeting – June 7th, 2023
- b. Design Committee – June 13th, 2023
- c. Economic Vitality Committee – *No quorum*
- d. Organization Committee – June 21st, 2023
- e. Promotion Committee – June 13th, 2023
 - i. *Motion to approve Main Street Marshfield Meeting Minutes by Marsha, second by Ann, motion carried*

VI. **Executive Director Report** – Executive Director Kaelie Gomez

- a. Coordinated business visits
- b. Bid meeting at August 15th @ 8am – funding request, will have short follow-up meeting for approval
- c. Third Thursdays businesses will get priority for branding photography
- d. Hub City Updates - Marshfield Monarchs will be in family zone, Minnow racing, Maple Dude will be a food vendor

VII. **Financial Report** – Board President Brad Remmen

- a. Discussed possible banking move from BMO to Forward Financial Bank
 - i. *Ashley makes motion to move Main Street Marshfield funds to Forward in August, second by Vick, motion approved*
- b. Year or year, we are looking ahead financially this year but there are caveats
- c. Looking forward to funds from Craft Show (new this year)

VIII. **Other Business**

- a. Diane reviewed Hub City Days volunteer responsibilities; Kaelie will send out responsibilities

IX. **Recommend items for future agenda**

X. **Adjournment**

Executive Committee Meeting

- Business After 5 (for Hub City Days) plans are going well
- discussed continuing marketing of Main Street + businesses