



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, August 8th | 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, Jacob Nyen, Ashley Fredrick (via phone)

**Ex-Officio Presence:** Denise Sonnerman, Nicki Anderson, Al Chaney, Mayor Lois TeStrake, Police Chief Jody Geurink

**Staff:** Diane Gallatin, Kaelie Gomez

**Excused:**

**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. **Public Comment Period**
  - a. Tom Witzel – Owner of hub city ice cream
    - i. Discussed a future business venture + placement of food trucks during downtown events, proposed options
- V. **Hub City Days Update**
  - a. Craft Fair went well, placement of vendors was a bit problematic
  - b. Car Show – went from 2<sup>nd</sup> street all the way down to KFC
  - c. Kids Zone – was a hit, batteries for the kids cars wore down too soon
  - d. Axe Throwing – had a good flow of people
  - e. Trash was a concern, needs to be corrected for next year, Kaelie cleaned up the trash that was in the street for waste management pick-up, possibly hire out for next year
  - f. Street closures were an issue – closed too early on Friday (12p rather than 3p),
  - g. Suggestion of a Medical Tent in the future, Jill could spearhead
- VI. **Partner Updates**
  - a. Council Update – no update
  - b. General Update – Mayor Lois TeStrake & City Administrator Steve Barg
    - i. Staff is very busy
    - ii. Only one façade grant request has been received and it is interior conversion, the deadline has passed and Steve will talk about keeping the grant open for another application
    - iii. EDB will discuss the value of façade grant when it is interior renovation
    - iv. EDB will hear a request for funding from Rodney Feltz for the annual car show as part of Hub City Days
  - c. **Police Department Update** - Police Chief Jody Geurink

- i. Discussed buffer zones, Vick complemented the police handling of the issues at 100 block
  - ii. There have been some break-ins downtown, Kaelie encouraged those to be reported
- d. **Parks & Plaza Update – Parks & Recreation Event Program Coordinator Nicki Anderson**
  - i. Hub City Concert Series went very well, Fridays are the best day for concerts
  - ii. Continued discussion about bathroom
  - iii. Wenzel's Farm Activity Day, will try to set the world's longest beef stick
  - iv. Yoga is continuing in the plaza + other fitness classes, Wild Wednesdays are continuing
  - v. August 20 is the closing date, closing due to staff going to
  - vi. Holloweek planning is going well
    - 1. Potential business pumpkin carving
  - vii. Luminary Hikes will continue
- e. **Marshfield Area Chamber of Commerce & Industry – MACCI Executive Director Denise Sonnemann**
  - i. Caper Golf Outing is next week
  - ii. Marshfield Leadership will continue
  - iii. Settling in with new staff + doing partner visits
- f. **Marshfield Area Community Foundation – MACF Executive Director Stacey Schultz**
  - i. Participating in community bike ride, about 50 people participated
  - ii. Grand scholarship
  - iii. Preliminary planning for
- g. **Visit Marshfield – Visit Marshfield Board President Al Chaney**
  - i. 2022 was a record year for spending in Wood County
  - ii. Visit Marshfield featured Hub City Day in Summer Event Sweep stakes, VM is interested in partner with Main Street on the 2023 Holiday Gift guide for the 4<sup>th</sup> quarter and sharing it with our hotel partners

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

- a. Board Meeting – July 12th, 2023
- b. Design Committee – July 11th, 2023
- c. Economic Vitality Committee – *No July meeting*
- d. Organization Committee – *No July meeting*
- e. Promotion Committee – July 11th, 2023
- f. *Motion to approve meeting minutes by Amy, second by Jake, motion carried*

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

- a. Business after 5 by Elks was good
- b. Discussed possible façade grant for China Chef that will be transitioning to Hawaiian BBQ
- c. Shop Hop was a success, downtown businesses benefitted
- d. Would like to get a photo of all of Hub City Days of the plaza, kids zone, etc.
- e. Some tweaks to placement of vendors in Craft Show, possibility of allowing vendors on Friday
- f. Potentially request a donation for help with street closure + open at set time on Saturday
  - i. Maybe tie in garbage pickup and open the streets
- g. Family Zone cars were a hit
- h. Brew Fest attendance was similar to last year
- i. Bike Cruz went over very well + was connected to Strategic Plan
- j. There are some complaints about beer pricing but it will not change
- k. See Calendar of Important Dates
  - i. BID Aug. 16<sup>th</sup>
    - 1. 2024 Operating Plan & Budget Proposal
  - ii. Branding Photography Aug. 17<sup>th</sup>
  - iii. Third Thursday Aug. 17<sup>th</sup>
  - iv. Holloweek Oct 19-28
  - v. Third Thursday Nov 16<sup>th</sup>
  - vi. Small Business Saturday Nov 25<sup>th</sup>

- vii. Holiday Lights/Window Display Content Nov. 25
- viii. Branding Photography Nov. 28<sup>th</sup>
- ix. Holiday Parade Nov. 30<sup>th</sup>
- x. Holiday Wine Walk Dec. 2<sup>nd</sup>
- xi. Annual Accreditation Visit Dec. 6<sup>th</sup>

I. MSM received the Wood County Grant - \$21,000

**IX. Financial Report** – Treasurer Jake Nyen – no update

**X. Other Business**

**XI. Recommend items for future agenda**

**XII. Adjournment**

#### Executive Meeting

- discussed safety procedures at Hub City Days
- discussed more branding of downtown for HCD, more signage for tents, tent placements
- discussed specifics of financials