



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, January 3rd 2024 | 7:30am

Board Presence: Brad Remmen, Jenna Hanson, Ryan Dieringer, Marsha Bushman, Vicki Tracy, Ashley Fredrick Jacob Nyen, Danielle Winer, Amy Krogman, Jill Lutz

Staff: Diane Gallatin, Kaelie Gomez

Excused: Kelly Korth, Vick Tracy, Rhonda Urlaub

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 & Approval of Meeting Minutes**
 - Board Meeting – December 6th, 2023
 - Design Committee – *No meeting*
 - Economic Vitality Committee – December 20th, 2023
 - Working with vacant building business owners + how MSM can help, will continue to brainstorm, consider matching businesses to buildings
 - Mid-State is working with MACCI on childcare gap
 - Marketing Grant Update
 - Has somewhat of a bumpy year, Exclamation will rectify this
 - Applications for 2024 will go out soon
 - Organization Committee – December 20th, 2023
 - Discussed downtown awards on Jan 6th @ Chestnut Center
 - Will have music, similar food and drink options as last year, looking for \$200 sponsorship opportunities for businesses
 - Annual Board Commitment Forms will need to be signed
 - Will encourage board members to attend BID Board meetings + Council Meetings
 - Promotion Committee – December 12th, 2023
 - Cabin Fever Run – will continue to emphasize outside Nordic style
 - Snow Fest will be partnering with Main Street
 - *Motion to approve meeting minutes by Marsha second by Amy, motion carried*
- V. **Executive Director Report** – Executive Director Kaelie Gomez
 - a. Mode De Vie moved out of downtown, will partner with Back Porch by Vandehey Waters

- b. 14 new businesses in 2023, 2 opened and closed
- c. Focusing on Awards Bash
 - i. Looking for sponsorships
 - ii. Asking for any photos from board members, feedback on presentation
- d. Discussed how to highlight new businesses
 - i. Possibly video profiles
 - ii. Give examples of what we've done, and ask how Main Street can help each business owners
 - iii. Building Owners + Business Owners Guide
 - 1. Kaelie will send to the board
 - iv. Possibly Window Cling on vacant downtown discussing downtown accomplishments, mission
 - v. Went over Marketing Budget
 - 1. Brand photography
 - 2. Billboard
 - 3. Marketing Grant
 - 4. Etc.
 - vi. Ask for promotions committee to give recommendations about specifics of promotion budget
- e. Discussed having a scheduled person go to council meetings on behalf of Main Street, there will be sign up sent via email
- f. New Bid Meeting is Jan 17th
- VI. Financial Report – Treasurer Jake Nyen**
 - a. Will likely break even for 2023, really great news for the year!
- VII. Other Business**
 - a. Kaelie reminded the board that both Awards Bash (all board members are welcome to bring a date) + Hub City Days are mandatory
 - b. Ashley discussed a consultant that would do 12 Video Shorts for \$1200 – Tracy Phillips with Testamagical Video Shorts
- VIII. Recommend items for future agenda**
- IX. Adjournment**

Executive Committee

- discussed back dating 2023 expenses for 2023 for approx. the first two weeks of 2024
- continuing to send out invites for Awards Bash
- discussed January Bid Board meeting topics