



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, October 2nd 2024 | 7:30am

Board Presence: Ryan Dieringer, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jacob Nyen, Ben Bauer, Ashley Fredrick, Vicki Tracy, Jill Lutz, Isabell Grethen

Ex officio: Lois TeStrake, Jody Geurink, Nicole Anderson, Denise Sonnermann, Kaelie Gomez

Staff: Diane Gallatin,

Excused: Amy Krogman, Marsha Bushman, Al Chaney, Steve Barg

Unexcused:

- I. **Call to order** – President Brad Remmen
- II. **Public Comment** - no comment
- III. **Recitation of the mission statement**
 - a. *“Our mission is to energize and strengthen Downtown Marshfield.”*
- IV. **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.”*
- V. **Partner Updates**
 - a. City of Marshfield
 - i. Council Update – Mayor Lois TeStrake & Council Representative
 1. Informed Board of Absentee Voting
 2. Mentioned that Main Street will be contacted for details of closed session/open records
 - ii. General Update – City Administrator Steve Barg
 1. Ed Wagner has resigned, looking to fill the vacancy
 2. See city website for upcoming council meetings
 3. West Second Street Development plan agreement was authorized
 4. Ground breaking has started at Mill Creek business park
 5. Board of Public Works voted to approve signage of Adopt a Parking lot
 - iii. Police Department Update – Police Chief Jody Geurink
 1. Will be handing out candy at downtown trick-or-treating
 - iv. Parks update
 1. Halloween events are scheduled – see website
 2. Looking to fill the zoo manager position
 3. Pickle ball courts are almost done
 - b. **Marshfield Area Chamber of Commerce & Industry – Denise Sonnermann**
 - i. Firm of the Year is Oct. 10th
 - ii. Working Women’s Wednesday coming up
 - iii. Working on strategic plan for the Chamber

c. Marshfield Area Community Foundation – Kaelie Gomez

- i. Grant recipient stories were just released – follow facebook page to read
- ii. Keep kids warm is on Nov. 2, let Kaelie know if you have any families in need
- iii. Kaelie thanked board for a smooth transition from Main Street to the Foundation

d. Visit Marshfield – Al Chaney – no update

VI. Committee Updates & Approval of Meeting Minutes

- a. Board Meeting - August 2024 meeting
- b. Design Committee - August 2024 meeting
 - 1. Finished revitalization grant
 - 2. Looking to have a collaborative org meeting
 - 3. Want to continue dumpster enclosures process
- c. Economic Vitality Committee - August 2024 meeting
 - 1. No update
- d. Organization Committee - August meeting
 - i. Continue planning for Halloween, still need 4 bronze sponsors
 - ii. Getting prepared for holiday parade
- e. Promotion Committee
 - i. Continuing to promote halloweek
- f. Committee Updates & Approval of Meeting Minutes
 - i. Board Meeting – September 4th 2024
 - ii. Design Committee – September 11th 2024
 - iii. Economic Vitality Committee – no meeting
 - iv. Organization Committee – September 11th 2024
 - v. Promotion Committee – September 10th by 2024
 - vi. *Approval of above meetings minutes, motion by Jake and second by Ben, motion carried*

VII. Executive Director Update

- a. Interviews were last week, resumes were sent to the board
- b. Ben is recommended from the folks that were present in the interviews
- c. *Ashley makes motion to hire Ben Rauhen as new Executive Director, Ryan seconds motion, motion carried*
- d. Reviewed Executive Director Contract – see contract for details
 - i. Brad clarified maximum accrual of vacation, will change from 40 days to 20 days
 - ii. Adjusted to “Parental leave”
 - iii. Discussed advancement on vacation hours, we will allow
 - iv. Change to 30 day notice for termination
 - v. Discussed possibility of needing to put in language about comp. time
 - vi. Will keep mileage at state rate
- e. Brad will send out edited contracted via email and needs to be approved by board ASAP, then offer the position to Ben
- f. Danielle will reach out to Erin for onboarding resources and Main Street trainings
- g. Onboarding details to be determined

VIII. Treasurer Report – Jake Nyen

- a. Bid board meeting on Oct 16th @ 8am, board is encouraged to attend
- b. Diane to print out detailed budget for Brad
- c. Approval for \$80,000 increase from council

- d. \$30,000 approved by Budget Finance committee, will go to council next
- IX. **Halloweek**
 - a. Beer Walk
 - i. Need 1-2 volunteers for pouring to cover in case a volunteer from the business doesn't show
 - ii. 1-2 Volunteers needs to stuff bags – Vicki and Jenna will ask students
 - b. Trick-o-treating details are in place
- X. **Holiday Parade**
 - a. Main sponsorship is Planet Fitness (\$2500)
 - b. Discussed financial need for holiday parade + how we could move forward with cost structure of floats, etc., Discussed the how the parade is a service to downtown to increase exposure
 - c. Will focus future sponsorships on the wine walk
 - d. Diane will send out the forms for floats this year, Brad and Diane will discuss logistics, Brad will discuss lineup with Brian, Amy, + Randy about lineup
 - e. Tree lighting ceremony will be happening after the parade
 - f. Oh Christmas Tree sheet music is on canva, Jim will lead the singing
 - g. Kaelie asked to be removed as an admin from the facebook page
- XI. **Other Business**
- XII. **Recommend Items for future agenda**
- XIII. **Adjournment**

Executive Committee Meeting

- Brad signed WEDC contract
- Discussed onboarding for new Executive Director
- Danielle will reach out to streets to get planters removed
- Conference room will get updated furniture
- Need to finalize funds with Rodney (Jake as point person) and craft fair (Brad as point person) for Hub City Days