



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, May 1, 2024 | 7:30am

**Board Presence:** Ryan Dieringer, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jacob Nyen, Marsha Bushman, Vicki Tracy, Jill Lutz, Ben Bauer, Amy Krogman

**Ex-Officio Presence:**

**Staff:** Diane Gallatin, Kaelie Gomez

**Excused:** Ashley Fredrick

**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**
  - a. Board Meeting – April 3rd, 2024
  - b. Design Committee – *Lack of quorum*
    - i. *walked behind Roger's Cinema and discussed the fence*
  - c. Economic Vitality Committee – April 10th, 2024
    - i. Discussed different buildings that are open, movement of tenants
    - ii. Continuing to work for funding for upper residentials
    - iii. Small Business Marketing Grant - accepted 4 businesses
    - iv. Façade Agenda is still on hold, waiting EDB
  - d. Organization Committee – April 10th, 2024
    - i. BID board meeting went well about the BID tax, will vote to approve in August
    - ii. Town Hall went well on 4/30
      1. Online marketing, parking, and garbage enclosures were discussed
  - e. Promotion Committee – April 23rd, 2024
    - i. Discussed Third Thursday + Hub City Days
    - ii. Discussed volunteer + sponsorship needs for Hub City Days

*Motion to approve Meeting Minutes by Marsha, second by Amy, motioned carried*

- V. **Executive Director Report** – Executive Director Kaelie Gomez
  - a. **Did business visits with branding photography, had great model shots**
  - b. **Kailey's Kandles will be staying downtown**
  - c. **Woodland Play Café is looking for a building**
  - d. Dennis Kefer was represented as the Community Champion of the year

- e. Gold Standard is available Main Street, need 75% of board members participate in trainings
  - f. Looking for funding for additional pocket park
  - g. Board Member Interest - will ask her to submit an application
  - h. Main Street office moving dates: May 14<sup>th</sup>, 16<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>
    - i. Folks will help with trucks and carts
    - ii. Kaelie will send out moving sign up form
  - i. Midstate staff will
  - j. Adopt a parking lot program is going - 3 are spoken for, Simplicity + Weber foundation donated funds for program
  - k. Town Hall - was well attended by business owners, MSM board members, property owners, BID board members
  - l. Holiday Wine Walk - 4 tickets available that can go to volunteers, let Kaelie
  - m. Subcommittee will meet 5/1 for Fitness Court
- VI. **Financial Report – Treasurer Jake Nyen**
- a. BID money is in
  - b. Cut down expenses as far is possible
- VII. **Other Business**
- VIII. **Recommend items for future agenda**
- IX. **Adjournment**

Executive Committee Meeting Minutes

- Discussed BID Board + business owners' response to BID tax increase
- Discussed Main Street communication funnel with business owners, etc.
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