



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, January 8, 2025 | 7:30am

Board Presence: Marsha Bushman, Jake Nyen, Ben Bauer, Rhonda Urlaub, Jenna Hanson, Ryan Dieringer, Danielle Winer

Ex-Officio Presence: NA

Staff: Diane Gallatin, Ben Rauen

Excused: Isabell Grethen, Vicki Tracy, Jill Lutz,

Unexcused: Ashley Fredrick

- I. **Call to order**
- 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. **Executive Board Update / Vote**
 - a. Danielle offered the Executive Board recommendations for the 2025 Executive Board
 - i. Treasurer – Ryan
 - ii. Secretary – Danielle
 - iii. Vice President – Ben Bauer
 1. We have Vicki presently in the role, however after discussing the typical succession plan – VP becomes President after a time, Ben Bauer is willing to serve as VP this year + transition into presidency next year, assuming he is voted in by the board at that time. Vicki had not voiced in previous meetings her intent to become board president.
 - iv. President – Jenna
 1. Jenna brings a lot of experience to the table being a past president and can bring organizational experience while Ben R is still adjusting to his new role as Executive Director. She can also show Ben Bauer the ropes in hopes that he would be voted into the presidency next year.
 2. The executive team acknowledged that Marsha was nominated to be President during last month's meeting but after consulting the WEDC and discussing further as a committee, the committee was concerned with the conflict of interest with Marsha being on the Executive Board and also being Main Street's landlord.
 3. Marsha made mention that she would likely be stepping down from the board
 - b. Vote
 - i. *Marsha made motion to approve all four officers as recommended by the Executive Board and would ask that we continue to pursue business owner + property owner representation when filling the board seats, second by Ben B, motion carries.*
- V. **Committee Updates & Approval of Meeting Minutes:**
 - a. Board Meeting – December 4, 2024
 - b. Design Committee – December 11, 2024
 - i. Working on installation of parking lot signs for adopt a parking lot
 - ii. Determining where the sculptures can go in the downtown as it pertains to snow removal, etc.
 - iii. Went over holiday window display contest + winners

- iv. Need to determine next steps for dumpsters, and in what capacity Main Street can play a role
- c. Economic Vitality Committee-December 19, 2024-No Minutes
 - i. Rodney Fetzl is having renovation challenges with Marshfield Muscle + Fitness building
 - ii. New tenant in sidewalk café
 - iii. Ben and Kaelie will meet with the property guide and discuss any further steps
 - iv. Joe + Erinn from Main Street America will hold free training in January (at the Coven) to discuss historic preservation for property owners, event is open to the public
 - v. Marsha will be reaching out to the county for other funds since the Façade grant is not available this year (funds being allocated to the 2nd street corridor project)
 - vi. Ben R will look up if the Welcome Back grant is available again this year
 - vii. Ben will follow up with Kaelie about if there are any loose ends (financially) that need to be tied up for the fitness court

Marsha excuses herself from meeting due to other commitment

- d. Organization Committee -December 11, 2024
 - i. Brief recap of the holiday parade + wine walk
 - ii. Discussed nominations for awards, Ben R will make recommendations for awards + final winners will be discussed at the next meeting
 - iii. Ben R asked for more sponsors for Awards Bash – right now we have 2 ½ cups, parks and rec is offering the space for free, Ben will ask Scotty's today, Nutz Deep II, Vicki plans to offer the signature cocktail
- e. Promotion Committee – December 10, 2024
 - i. Discussed holiday parade recap – how to keep floats moving
 - ii. Discussed wine walk – it went well, Rhonda met with wine vendors and there were compliments on the wine
 - iii. Sponsorship forms will be distributed to business owners by Ben R on business visits
- f. *Ben B made motion to approve meeting minutes, second by Jake, motion carries*

VI. **Financial Report – Treasurer**

- a. All approve: Adding Ben Rauen list of members who can sign checks. Remove/Adjust permissions according to the newly elected executive board.
 - i. Ben will review bylaws on who should be approved to sign check for main street moving forward
 - ii. *Ryan makes motion to approve Jenna, Ben B, Rhonda, Danielle, Ben R, to sign checks, Jake seconds, motion carried*
- b. Office assistant compensation increase-vote.
 - i. Members of Executive Committee will go over review with Diane, the budget allows a 3% increase in pay
 - ii. Discussion on whether the full board needs to approve these wage increases or if it can just be Executive Board, Ben R will check in bylaws
 - iii. *Jake makes motion for 3% pay increase for Diane, second by Ben B, motion carries*

VII. **New Board Members**

- a. Paul Knoff – discussed Paul application
 - i. *motion made by Rhonda to approve Paul as new board member, second by Jake, motion carries*
- b. 2 other open seats – discussed getting new members, will focus on marketing main street in new ways, Jenna ask Erinn to discuss high functioning boards in Feb meeting, executive committee will continue this discussion

VIII. **Executive Director Report – Executive Director Ben Rauen**

- a. New Business
 - i. Central Time
 - ii. Rocky Road Boutique – set to open Feb/Mar
 - iii. The vault has a few new businesses coming in
- b. Business Visits – went for the wine walk with Diane, will continue this week with Awards Bash invites + sponsorship packets
- c. Ben attended Second Street Corridor's first meeting, get 5 proposals RFPs
- d. Working on Downtown Awards Bash
- e. The Coven + Main Street Marshfield will host WEDC for training for property owners. Joe Lawniczak, Downtown Design Specialist with the Wisconsin Main Street Program + Erin Welty will present January 22, other details TBD

- f. Consider budgeting a storage facility, ask for a discounted rate and company could be listed as sponsor on website, Karen Mueller may have extra storage
- IX. **Annual Board Recommitment Packets** – tabled until next meeting
 - a. Jenna suggested shifting how we track volunteer hours, will discuss at next meeting
- X. **Adjournment**

Executive Meeting

- Ben R will add a “review of work plans” to each committee agenda for February
- Erinn Welty will be joining us next board meeting (Feb will not be a partners meeting)
- Discussed potential new board members
- Discussed staff presence at committee meetings, if neither Diane or Ben are able to attend, committee meeting should be rescheduled.