



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, February 5, 2025 | 7:30am

**Board Presence:** Ashley Fredrick, Ben Bauer, Jake Nyen, Rhonda Urlaub, Vick Tracy, Jill Lutz, Ryan Dieringer, Danielle Winer, Jenna Hanson, Paul Knoff

**Ex-Officio Presence:** NA

**Staff:** Diane Gallatin, Ben Rauen, Erin Welty

**Excused:** Isabell Grethen, Marsha Bushman

**Unexcused:**

- I. **Call to order and Introductions**
  - a. Welcome Paul Knoff to the board
- 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**
  - a. **Changes to Recruitment for Committees**
    - i. Committee Members will be shifting
      1. Discussed how to recruit more folks to committee
      2. Erin has committee intro videos + hand outs to help new volunteers learn about the committees
    - ii. **Work plans and committee chairs will be reviewed at the next meeting**
      - i.
  - b. **Annual Board Recommitment Packs**
    - i. Jenna discussed new tracking sheets for board members that will be filled out monthly
    - ii. Discussed need for additional trainings/resources for new board members
    - iii. Jenna discussed the new way of tracking
      1. Discussed board member packets
        - a. Jenna emphasized
          - i. Being active means to attending board meetings
          - ii. Maintaining confidentiality
          - iii. Suggesting agenda items + actively participating in meetings
          - iv. Regularly volunteering for events
          - v. Avoiding conflicts of interest / or appearance of conflict of interest
          - vi. Putting main street first for opportunities
      2. Ben will send out packets for board members to sign and send back electronically
- V. **Committee Updates & Approval of Meeting Minutes:**
  - a. Board Meeting - 01.08.2025
  - b. Design Committee - No quorum
  - c. Economic Vitality Committee - No quorum.
  - d. Organization Committee - No quorum.
  - e. Promotion Committee - 01.14.2025
    - i. Discussed promotion budget + sponsorship packet

*Motion to approve the these minutes was tabled until March board meeting because minutes were not included in the packet*

- VI. **Financial Report – Treasurer**
  - a. No updates
    - i. Jenna mentioned that financials are difficult to read and expressed interest in having visuals
    - 1. Ben will explore Googledata studio
- VII. **Executive Director Report – Executive Director Ben Rau**
  - a. Bid Board meeting went well
    - i. Discussed events, budget, 2025 operating plan
  - b. Got awards feedback, further feedback can be directed to the ORG committee
  - c. Google form will be launched to track volunteer hours
  - d. Continuing to do business visits – 4-5 per week
  - e. Meeting with Joe on historic presentation went well.
- VIII. **WEDC Accreditation Facilitation – Errin Welty**
  - a. *See packet scoring*
  - b. Economic Vitality needs to complete the annual report, during the gap – July thru October
  - c. Could add young person/student to board
  - d. Consider having matrix as we’re recruiting for keep a good mix of board members (property owners, business owners, nonprofit directors, etc.)
  - e. Continuing to better track fundraising (actual dollars, in-kind)
  - f. Continuing to work on succession planning
  - g. Use a donation form for in-kind donations
  - h. How to raise funds
    - i. Capital campaign
    - ii. Create opportunities to ask more people in the community for donations
    - iii. Continue to apply for grants
  - i. Need to go over benchmarks for strategic plans
  - j. Fundraising goals for projects should be outlined
  - k. Look to Racine who does a good job “tooting their own horn”
  - l. Erin shared that Main Street helped 5 businesses at the Historic Preservation workshop, Economic Vitality + Promotion training coming up (accessible online), BID training coming up, Training for Bounce Back are open to everyone, online chat group
  - m. Discussed “secret shopping” opportunity across the state
- IX. **Adjournment**