



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, June 7th | 7:30am

**Board Presence:** Ann Dieringer, Ryan Dieringer, Kelly Korth, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jacob Nyen, Jill Lutz, Amy Krogman

**Ex-Officio Presence:** Nicki Anderson, Denise Sonnerman, Stacey Shultz, Steve Barg

**Staff:** Diane Gallatin, Kaelie Gomez

**Excused:** Marsha Bushman

**Unexcused:** Ashley Fredrick, Vicki Tracy

- 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. **City of Marshfield Updates**
  - a. Council Update – Mayor & Alderman – no update
  - b. General Update – City Administrator Steve Barg
    - i. 3 new members in council
    - ii. Marshfield may receive \$600,000 – 800,000 from the state
    - iii. Continuing to work on the 2<sup>nd</sup> Street corridor – working with a consultant to get it off its feet
    - iv. Hoping to get an earlier start on the budget this summer
  - c. Parks & Plaza Update – Parks & Recreation Event Program Coordinator Nicki Anderson
    - i. Kicking off concert series at the plaza, fountain is now going (11a-7p)
    - ii. Pool opened 6/6, pool passes available, pick up at 2<sup>nd</sup> street community center
    - iii. Concert Series goes until July 28
    - iv. Zoo programming starts next week with Wild Wednesdays
    - v. All ball fields are ready
- V. **Marshfield Area Chamber of Commerce & Industry Update** – MACCI Executive Director Denise Sonnemann
  - a. Dairy Fest went well
  - b. June 22 – Business After 5 - R+R Flooring in Spencer
- VI. **Marshfield Area Community Foundation Update** – MACF Executive Director Stacey Schultz
  - a. **Second Serve Tennis** – resurfacing Boson courts, adding bathrooms + pickle ball court
  - b. **Attending + Awarding scholarships**
- VII. **Visit Marshfield Update** – Visit Marshfield Board President Al Chaney – no update
- VIII. **Committee Updates**
  - a. Design Committee
    - i. Did walk-around downtown to determine next projects + progress
    - ii. Continuing to figure out how to light trees on main street

- b. Economic Vitality Committee
    - i. Discussing downtown marketing grant is open, waiting for applicants
    - ii. Storytelling workshop coming up
    - iii. Restaurant consultant came last month + it went well
  - c. Organization Committee
    - i. Discussed Hub City Days sponsorship
      - 1. Movie on Friday night
      - 2. Continuing to work on the car show book
        - a. Will likely take down the poundage of the paper
        - b. Continuing to sell ad space
        - c. Will add more info of downtown events
      - 3. Wanting to continue to push marketing, promote downtown for events, downtown in general
      - 4. Review impact report
  - d. Promotion Committee
    - i. Parks + Rec approved Veteran's Park location for fitness court
      - 1. Next step is funding
    - ii. Discussed Movies in the Park
    - iii. Discussed Bike Cruz + Shop Hop during HCD
    - iv. Talked a little bit about the Craft Show during HCD, 40+ crafters are signed up
      - 1. Hashing out set up on Friday
- IX. **Approval of Main Street Marshfield Meeting Minutes**
- a. Board Meeting – May 3rd, 2023
  - b. Design Committee – N/A (walked district for planter review)
  - c. Economic Vitality Committee – May 10th, 2023
  - d. Organization Committee – May 10th, 2023
  - e. Promotion Committee – May 9th, 2023
- X. *Motion to approve Main Street Meeting Minutes, by Ryan, second by Ann, motion carries*
- XI. **Executive Director Report** – Executive Director Kaelie Gomez
- a. New business: Radiant Glow Boutique
  - b. Mojós + Dave's will host the developer's group during Sentry golf tour
  - c. Planters have been installed with flowers
  - d. Continuing to work on dumpster enclosures, make designs for a more esthetically pleasing dumpsters with brick wall, maybe planters or bike racks
    - i. Also discussed possibility of adding parking spots
  - e. Capital improvement training – Diane has been attending
  - f. Restaurant consultants went very well
  - g. Surge is open for applicants
  - h. Façade Interior Grant is still open – waiting on applicants
  - i. June 14th – Storytelling workshop
  - j. June 12<sup>th</sup> 7:30 – Bid Board Meeting, will make a decision
  - k. Diane went over volunteers for Hub City Days
- XII. **Adjourn to executive session**
- XIII. **Financial Report** – Treasurer Jacob Nyen
- a. Financials are down some with a number of caveats
  - b. Up to 25,000 for HCD sponsorships
  - c. Keeping an eye on the Bid Board decision with the mill tax increase
- XIV. **Other Business**
- a. Add Book
    - i. Will send letters for Ad book, then follow-up calls

- b. Looking for new banking options
    - i. Forward is waiving all fees, reviewed State Bank Financial + Simplicity Credit Union
  - c. Discussed Sponsorship of Hub City Days
  - d. Signed cards for partners
- XV. **Recommend items for future agenda**
- XVI. **Adjournment**

**Executive Committee**

- discussed lighting for main street
- reviewed banner application discussion