



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, August 8th | 7:30am

Board Presence: Ann Dieringer, Ryan Dieringer, Kelly Korth, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jill Lutz, Amy Krogman, Marsha Bushman, Vick Tracy, Jacob Nyen, Ashley Fredrick (via phone)

Ex-Officio Presence: Denise Sonnerman, Nicki Anderson, Al Chaney, Mayor Lois TeStrake, Police Chief Jody Geurink

Staff: Diane Gallatin, Kaelie Gomez

Excused:

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. **Public Comment Period**
 - a. Tom Witzel – Owner of hub city ice cream
 - i. Discussed a future business venture + placement of food trucks during downtown events, proposed options
- V. **Hub City Days Update**
 - a. Craft Fair went well, placement of vendors was a bit problematic
 - b. Car Show – went from 2nd street all the way down to KFC
 - c. Kids Zone – was a hit, batteries for the kids cars wore down too soon
 - d. Axe Throwing – had a good flow of people
 - e. Trash was a concern, needs to be corrected for next year, Kaelie cleaned up the trash that was in the street for waste management pick-up, possibly hire out for next year
 - f. Street closures were an issue – closed too early on Friday (12p rather than 3p),
 - g. Suggestion of a Medical Tent in the future, Jill could spearhead
- VI. **Partner Updates**
 - a. Council Update – no update
 - b. General Update – Mayor Lois TeStrake & City Administrator Steve Barg
 - i. Staff is very busy
 - ii. Only one façade grant request has been received and it is interior conversion, the deadline has passed and Steve will talk about keeping the grant open for another application
 - iii. EDB will discuss the value of façade grant when it is interior renovation
 - iv. EDB will hear a request for funding from Rodney Feltz for the annual car show as part of Hub City Days
 - c. **Police Department Update** - Police Chief Jody Geurink

- i. Discussed buffer zones, Vick complemented the police handling of the issues at 100 block
 - ii. There have been some break-ins downtown, Kaelie encouraged those to be reported
 - d. **Parks & Plaza Update – Parks & Recreation Event Program Coordinator Nicki Anderson**
 - i. Hub City Concert Series went very well, Fridays are the best day for concerts
 - ii. Continued discussion about bathroom
 - iii. Wenzel’s Farm Activity Day, will try to set the world’s longest beef stick
 - iv. Yoga is continuing in the plaza + other fitness classes, Wild Wednesdays are continuing
 - v. August 20 is the closing date, closing due to staff going to
 - vi. Halloweek planning is going well
 - 1. Potential business pumpkin carving
 - vii. Luminary Hikes will continue
 - e. **Marshfield Area Chamber of Commerce & Industry – MACCI Executive Director Denise Sonnemann**
 - i. Caper Golf Outing is next week
 - ii. Marshfield Leadership will continue
 - iii. Settling in with new staff + doing partner visits
 - f. **Marshfield Area Community Foundation – MACF Executive Director Stacey Schultz**
 - i. Participating in community bike ride, about 50 people participated
 - ii. Grand scholarship
 - iii. Preliminary planning for
 - g. **Visit Marshfield – Visit Marshfield Board President Al Chaney**
 - i. 2022 was a record year for spending in Wood County
 - ii. Visit Marshfield featured Hub City Day in Summer Event Sweep stakes, VM is interested in partner with Main Street on the 2023 Holiday Gift guide for the 4th quarter and sharing it with our hotel partners
- VII. **Approval of Main Street Marshfield Meeting Minutes**
 - a. Board Meeting – July 12th, 2023
 - b. Design Committee – July 11th, 2023
 - c. Economic Vitality Committee – *No July meeting*
 - d. Organization Committee – *No July meeting*
 - e. Promotion Committee – July 11th, 2023
 - f. *Motion to approve meeting minutes by Amy, second by Jake, motion carried*
- VIII. **Executive Director Report – Executive Director Kaelie Gomez**
 - a. Business after 5 by Elks was good
 - b. Discussed possible façade grant for China Chef that will be transitioning to Hawaiian BBQ
 - c. Shop Hop was a success, downtown businesses benefitted
 - d. Would like to get a photo of all of Hub City Days of the plaza, kids zone, etc.
 - e. Some tweaks to placement of vendors in Craft Show, possibility of allowing vendors on Friday
 - f. Potentially request a donation for help with street closure + open at set time on Saturday
 - i. Maybe tie in garbage pickup and open the streets
 - g. Family Zone cars were a hit
 - h. Brew Fest attendance was similar to last year
 - i. Bike Cruz went over very well + was connected to Strategic Plan
 - j. There are some complaints about beer pricing but it will not change
 - k. See Calendar of Important Dates
 - i. BID Aug. 16th
 - 1. 2024 Operating Plan & Budget Proposal
 - ii. Branding Photography Aug. 17th
 - iii. Third Thursday Aug. 17th
 - iv. Halloweek Oct 19-28
 - v. Third Thursday Nov 16th
 - vi. Small Business Saturday Nov 25th

- vii. Holiday Lights/Window Display Content Nov. 25
- viii. Branding Photography Nov. 28th
- ix. Holiday Parade Nov. 30th
- x. Holiday Wine Walk Dec. 2nd
- xi. Annual Accreditation Visit Dec. 6th

I. MSM received the Wood County Grant - \$21,000

- IX. Financial Report** – Treasurer Jake Nyen – no update
- X. Other Business**
- XI. Recommend items for future agenda**
- XII. Adjournment**

Executive Meeting

- discussed safety procedures at Hub City Days
- discussed more branding of downtown for HCD, more signage for tents, tent placements
- discussed specifics of financials