



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, February 7, 2024 | 7:30am

Board Presence: Ryan Dieringer, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Amy Krogman, Marsha Bushman, Ashley Fredrick, Vicki Tracy,

Ex-Officio Presence: Lois TeStrake, Steve Barg, Denise Sonnemann, Nicki Anderson, Mike O'Reilly

Staff: Diane Gallatin, Kaelie Gomez

Excused: Kelly Korth, Jacob Nyen, Jill Lutz, Al Chaney, Stacey Schultz, Jody Geurink

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. **Partner Updates**
- V. **City of Marshfield**
 - a. Council Update – Mayor Lois TeStrake
 - i. Encourages folks to go to the Marshfield City website where you can sign up for city updates
 - ii. Encouraged folks to get involved on boards and committees + send Lois your resume
 - b. General Update – City Administrator Steve Barg
 - i. Elections are set
 - ii. Carrie Edmonson is a new hire for the city as community development specialist

- iii. Still working on the usage for the Buffalo building, short-term and long-term plans
 - c. Police Department Update - Police Chief Jody Geurink – no update
 - d. Parks Update – Parks & Recreation Event Program Coordinator Nicki Anderson
 - i. Kicked off Cabin Fever Month, reference the Cabin Fever FB page for all the details
 - ii. Luminary hikes coming up – stay updated for colder weather...might need cancel so trails are not damaged
 - iii. Starting to hire for summer pool
- VI. **Marshfield Area Chamber of Commerce & Industry** – MACCI Executive Director Denise Sonnemann
 - a. **Held annual meeting**
 - i. **Award Winners**
 - 1. **Hotel Marshfield**
 - 2. **Art's Body Shop**
 - 3. **Entrepreneur of the Year – Linda Rhoeborn**
 - b. **Coffee + Connections coming up – grant writing**
 - c. **Whiskey and Wine coming up**
 - d. **Diary Fest Everything's Butter in Marshfield**
- VII. **Marshfield Area Community Foundation** – MACF Executive Director Stacey Schultz – no updates
- VIII. **Visit Marshfield** – Visit Marshfield Board President Al Chaney
 - a. **Get update from Kaelie**
- IX. **Committee Updates & Approval of Meeting Minutes**
 - a. Board Meeting – January 3rd, 2024
 - b. Design Committee – January 10th, 2024
 - i. Went over all design programs and action items
 - ii. Considered sculptures themed for the downtown
 - c. Economic Vitality Committee – January 10th, 2024
 - i. Discussed vacant buildings + how to get them filled
 - 1. Hoping to offer resources and schematics for what historic buildings could look like with restorations
 - ii. Discussed how to better support entrepreneurs
 - iii. Discussed Main Street web design
 - iv. Considered window clings for new buildings

- d. Organization Committee – *Lack of quorum*
 - i. *Downtown Awards went very well, Brad complemented all the details that went into the great event*
- e. Promotion Committee – January 9th, 2024
 - i. Discussed updates on Cabin Fever, Awards Bash
 - ii. Kaelie asked for volunteers to take on event role leads
 - iii. Discussed marketing budget and went line by line, will be approved by board today
- f. Outdoor Fitness Court
 - i. Continuing to work for grants
 - ii. Was hoping to get it done in 2024, Marsha would like to make a committee, goal is to install in 2025
 - iii. Mike O'Reilly and Steve recommended presenting to the city council
- g. *Motion to approve meeting minutes by Marsha, second by Rhonda, motion carried*
- X. **Adjourn to closed session**
- XI. **Financial Report** - Treasurer Jacob Nyen
 - a. **Already have some sponsorship for HCD – thanks to Dianes great work!**
 - b. **Finished 2023 financially on a great note**
- XII. **Executive Director Report** - Executive Director Kaelie Gomez
 - a. **Kaelie met with the Garden Club, will continue in similar design way with the planters**
 - b. **Had a great connection point with Chestnut Center for the Arts for the Awards Bash**
 - c. **Kailey's Kandles will continue to offer the craft show during HCD, all will set up on Friday night to prevent congestion**
 - d. Had about 90 people at the Awards Bash, it was high value + professional, we were able to thank many people
 - e. Presented Marketing Budget
 - i. *Motion by Marsha to approve 2024 Marketing Budget, second by Vick, motion carried*
 - f. BID Board meeting went well
- XIII. **Main Street Accreditation Review** – WEDC Senior Downtown Development Director Errin Welty
 - a. **See Community Assessment Worksheet with scoring**
- XIV. **Recommend items for future agenda**

XV. Adjournment

Executive Committee Meeting Minutes 2/7/24, 9-10 am:

- Plan for next steps after Main Street Wisconsin review**
- Promoting ourselves; sharing successes**
- Discussed survey with different events**
- Plan for Anniversary celebrations**
- Discussion of events and committees**
- Each committee: review workplan and prioritize what is being done**
- Employee reviews will be completed**