



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, March 6, 2024 | 7:30am

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

**Ex-Officio Presence:** N/A

**Staff:** Diane Gallatin, Kaelie Gomez

**Excused:** Jacob Nyen

**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. **Review board application**
  - a. *Amy makes motion to approve Ben Bauer as new board member, Ashley seconds, motion carries*
- V. **Committee Updates & Approval of Meeting Minutes**
  - a. Board Meeting – February 7th, 2024
  - b. Design Committee – *Lack of quorum*
  - c. Economic Vitality Committee – February 14th, 2024
    - i. Spoke with Play Café and offered resources, discussion on vacant buildings/business support
  - d. Organization Committee – February 14th, 2024
    - i. Continued to discuss accreditation, discussed self-promotion of Main Street, went over Main Street work plan, Brad complimented Kaelie on producing the work plan and how concise it is
  - e. Promotion Committee – *No meeting*

*Motion to approve meeting minutes by Rhonda, second by Marsha, motion carries*
- VI. **Review Committee Work Plans**

*Motion to approve by Amy, second by Vick, motion carries*
- VII. **Executive Director Report** – Executive Director Kaelie Gomez
  - a. Joy Services - new name, nonprofit, works on spark joy and offers crafts
  - b. Discovery Education - mentioned issues with noise for Hub City Days and accommodating to children with disabilities. Kaelie suggested that we move the family zone further away from the car show
  - c. Third Thursdays - surveys were handed out, folks said they had increase up to 25% in sales, consider opening the door wider for folks to participate by being looser on hours (at least open after 5pm)

- d. Kelly is leaving in the board after serving 11 years
- e. Reposted videos of Awards Banquet - got great traction on social media
- f. Billboard is in process, it is simple and without a picture
- g. Small Business Marketing grant is ready to go, we will release ASAP
- h. Façade Improvement Grant is being presented to the EDB today, waiting on approval and feedback
- i. EDB has seen more “loose” funding requests, something to keep in mind
- j. Planning a property owner town hall meeting for next week with Al Chaney
- k. Bid Presentation on April 17<sup>th</sup> 8am in
- l. Brad discussed Bid Tax increase that will be presented to BID Board
  - i. In 2023 Main Street asked for a fixed mill rate to allow proportional increases
    - 1. Also offered a staged increase
    - 2. Agreed to 3.2% increase
  - ii. **In 2024, will ask the BID for a 17% increase, (which is \$12,000 increase, a total ask of \$80,000, averages approximately \$100 increase per property) this would go into effect of 2025, will open the discussion about incremental increase (as well, attempt to determine yearly, every 3 years, every 5 years)**
    - 1. In the ask, we will offer the value that Main Street brings
    - 2. We will inform the BID that we will ask the City for funding
    - 3. Will ask for approval in July
  - iii. *Motion to approve above bolded increase ask to the BID by Marsha, second by Amy, motion carries*
- m. Brad informed the board that Main Street will need to move out of the Blodgett House around May, will continue to look at other options

**VIII. Financial Report – Treasurer Jake Nyen**

**IX. Other Business**

**X. Recommend items for future agenda**

**XI. Adjournment**