



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, June 5th, 2024 | 7:30 a.m.

Board: Brad Remmen, Amy Krogman, Isabell Grethen, Rhonda Urlaub, Vicki Tracy, Ben Bauer, Ashley Fredrick, Jake Nyen, Jill Lutz, Marsha Bushman, Jenna Hanson

Staff: Diane Gallatin, Kaelie Gomez

Partners: Al Chaney, Steve Barg, Jody Geurink

Excused: Danielle Winer, Ryan Dieringer

Unexcused: None

I. Call to order – President Brad Remmen

II. Recitation of the mission statement

- *"Our mission is to energize and strengthen Downtown Marshfield."*

III. Recitation of the downtown Marshfield brand promise

- *"Downtown Marshfield is the premier gathering place for county residents, supporting authentic local experiences in a unique setting."*

IV. Partner Updates

▪ **City of Marshfield**

- i. Council Update – Mayor Lois TeStrake & Council Representative
- ii. General Update – City Administrator Steve Barg
 - Fountain is back up at Plaza.
 - Bathrooms continue to be discussed.
 - Capital Improvement Plan: discussion of moving to Buffalo Building; better idea in August
 - 2nd St. redevelopment: Plaza bathroom discussions; discussions continue with Weinbrenner to relocate
 - Façade grant: stalled at EDB level; discussion of disbanding EDB; another discussion of grant tomorrow
 - Wood County economic development grants available now
- iii. Police Department Update – Police Chief Jody Geurink
 - Current building discussion – needed repairs and space issues
 - Baltus building – needs work (roof, etc.)
 - Staffing: full staff at end of month – first time in 5 years
- iv. Parks Update – Parks & Recreation Event Program Coordinator Nicki Anderson
 - Kaelie provided update from Nicki
 - Concert series starting
 - Wild Wednesdays starting

- Pool opening June 8

- **Marshfield Area Chamber of Commerce & Industry** – MACCI Executive Director Denise Sonnemann
 - Kaelie provided update from Denise
 - Dairyfest went well
 - Business after 5: Hop and Grape
 - Boys and Girls Club continues to move forward
- **Marshfield Area Community Foundation** – MACF Executive Director Stacey Schultz
 - Kaelie provided update from Stacey
 - grant cycle June 1

- **Visit Marshfield** – Visit Marshfield Board President Al Chaney
 - Jurustic Park at Wildwook; discussion of welcome center
 - Annual tourism banquet on 13th
 - Maple Fall Fest planning
 - Looking for new board members

V. Committee Updates & Approval of Meeting Minutes

- Board Meeting – May 1st, 2024
- Design Committee – May 8th, 2024 - *lack of quorum*
(Kaelie/Jenna): worked on placement of sculptures, working with United Way on workday project to fix fence behind movie theatre; Prevention Genetics group helping as well
- Economic Vitality Committee – May 8th, 2024
(Marsha): look at properties that are distressed/vacant/underutilized and connect with funding, recapped Town Hall
- Organization Committee – May 8th, 2024
(Brad): discussed Town Hall, continue it next year; Hub City days sponsorships and volunteers; Craft show moving to City Hall parking lot
- Promotion Committee – May 14th, 2024
(Kaelie): bike ride planning Friday night Hub City Days; trifold and posters; Quick Print doing car show book; design for T-shirts; working on design for cling for Marshfield Muscle and Fitness; Main Street signage

Motion to approve meeting minutes by Amy; second by Marsha; motion carries

VI. Adjourn to closed session

VII. Vote on potential new board member

Vote to approve new board member: Motion by Amy; second by Marsha; motion carries

VIII. Financial Report - Treasurer Jacob Nyen

- Pretty good spot; not much change from last month

IX. Executive Director Report - Executive Director Kaelie Gomez

X. Recommend items for future agenda

July 17th BID board meeting

Executive Committee:

850-935 am

- EDB discussion
- Grant funding coming up: new version of Bounce Back
- Discussed EDB funding: planters, marketing, general marketing
- Discussion of administrative costs and matching funds