



Board of Directors Meeting Minutes

Wednesday, April 2nd | 7:30am

Attendance:

- **Board Presence:** Vicki Tracy, Rhonda Urlaub, Jenna Hanson, Ben Bauer, Ryan Dieringer, Ashley Fredrick, Jill Lutz, Isabell Grethen, Jakey Nyen
- **Ex-Officio Presence:** Denise Sonneman, Lois TeStrake, Steve Barg, Nicki Anderson
- **Staff:** Diane Gallatin, Ben Rauen
- **Excused:** Danielle Winer, Paul Knoff
- **Unexcused:** Rhonda Urlaub

Call to Order:

- Meeting called to order by Jenna Hanson at 7:32am

Executive Board Update:

- Reminder from Jenna to turn in board commitment forms if they haven't been turned in
- Recent interest from community members as potential committee members and the open seat on our board

Partner Updates

- **City of Marshfield Updates:**
 - **Council Update: Lois TeStrake**
 - Denyon and Daniels Additions - Additional subdivision is filling up with homes and purchased lots
 - New Weinbrenner building structure is progressing
 - Seeking a committee member of Board of Appeals
 - **General Update: Steve Barg**
 - Shared results of April 1 local election
 - Still working with J Jeffers negotiating agreement for redevelopment of Weinbrenner building
 - 13 proposals received for renovation of the Buffalo Building for new Police Station. Estimated completion, end of 2026
 - New Economic Development study recently approved. Working with consultant from Wausau
 - Housing committee is working on ideas to support upper level downtown residences
 - **Parks & Plaza Update: Nicki Anderson**
 - Summer prep underway, ball fields should be ready in the next two weeks, weather pending.
 - Pool passes available now, summer rec program is published and distributed

- Hub City Concert Series lineup to be released mid-April. Starts Dairyfest week, ends Hub City Days week. First concert and turning on the fountain is the Thursday before Dairyfest
 - **Police Department: No Update**
- **MACCI Update**
 - New Business Development staff hired and started this week
 - Legislative breakfast on April 18th with several officials and dignitaries planned in attendance
 - Central WI Days in Madison happening next week to advocate for local economy
 - Ribbon Cuttings at Bug Tussel – AT&T and The Hungry Hub restaurant inside UWSP at Marshfield
- **MACFI Update: No Update**
- **Visit Marshfield: No Update**
- **Marshfield Area Boys & Girls Club Update: Jenna Hanson**
 - BGC of Portage County is umbrella organization assisting with the charter of BGC in Marshfield
 - Starting with school based sites in the summer of 2025, looking to hire two staff right away
 - Will take pressure off of other resources in town (Library, etc.)
 - Jenna shared forms and information about the organization and their campaign

Committee Updates & Approval of Meeting Minutes

- Design
 - Pending projects include planter locations, consideration for Clyde Wynia sculptures
- Economic Vitality
 - Krystal Bowman has joined Rental Arbitrage program subcommittee
 - Ben will consolidate questions about the Rental Arbitrage program to help the team prep for updating the whole board, BID board, etc.
- Organization
 - Committee is being built – working on supporting sponsorships, rebuilding the work plan and planning for Hub City Days
- Promotion
 - No quorum at meeting. Hub City Days was the only point of discussion
- *Motion to approve Isabell, Second by Jake, no additional discussion – Unanimous approval*

Financial Report

- BID money was received. Financials are healthy and stable
- We've received 14,000+ in sponsorships for Hub City Days. Past totals have been near \$30,000.

Executive Director Report

- Application was sent out
- Business visits are ongoing. Central Time was a particularly interesting visit, a great addition to downtown. Off The Wall reported that business has been good in the early part of the year. Rocky Rd Boutique and Canvas Loft Salon are now open. Discovery Education Station is getting some new signage and a bit of a facelift.
- Continued push for Hub City Days sponsorships
- Jeff Peck – EOS Worldwide ribbon cutting was successful
- T-Mobile grant is a new possibility that Ben is exploring

- Visit Marshfield may have just released a new grant opportunity that we may want to research.
- Ben has officially joined Marshfield Rotary Club
- May be a partnership/collaboration opportunity with the Balloon Rally that's coming to town.

Other Business:

- **Hub City Days:**
 - o Focus is sponsorships and volunteers
 - o Finalizing logistics of car show and craft show

Adjournment:

- Meeting adjourned by Jenna Hansen at 8:32am