

7:49 AM

04/30/25

Accrual Basis

Main Street Marshfield, Inc.
Balance Sheet
As of April 30, 2025

	Apr 30, 25
ASSETS	
Current Assets	
Checking/Savings	
Forward Bank BCMMA	103,069.25
Forward Bank Checking	11,315.60
Total Checking/Savings	114,384.85
Accounts Receivable	
Accounts Receivable	2,000.00
Total Accounts Receivable	2,000.00
Total Current Assets	116,384.85
Fixed Assets	
Property & Equipment	
Office and Event Equipment	9,125.67
Accumulated depreciation	-11,902.81
Property & Equipment - Other	2,777.14
Total Property & Equipment	0.00
Total Fixed Assets	0.00
TOTAL ASSETS	116,384.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Bank state cc	17.92
State Bank CC	-17.92
Total Credit Cards	0.00
Other Current Liabilities	
Payroll Liabilities	
Accrued Federal Withholding	432.00
Accrued FICA	888.80
Accrued State Withholding	170.14
Accrued SUTA	4.09
Total Payroll Liabilities	1,495.03
Total Other Current Liabilities	1,495.03
Total Current Liabilities	1,495.03
Total Liabilities	1,495.03

Main Street Marshfield, Inc.
Balance Sheet
As of April 30, 2025

	Apr 30, 25
Equity	
General Fund Balance	41,779.00
Net Income	73,110.82
Total Equity	114,889.82
TOTAL LIABILITIES & EQUITY	116,384.85

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04/30/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Budget vs. Actual
 January through April 2025

	<u>Jan - Apr 25</u>	<u>Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense			
Income			
Wood County REDI Grant	0.00	22,000.00	0.0%
City of Marshfield Income	81,092.84	97,200.00	83.4%
Visit Marshfield	0.00	2,000.00	0.0%
Design Income	1,540.00	2,570.00	59.9%
Events Income	3,121.00	34,350.00	9.1%
Interest Income	138.71	300.00	46.2%
Sponsorship Income	28,300.00	56,000.00	50.5%
Total Income	<u>114,192.55</u>	<u>214,420.00</u>	<u>53.3%</u>
Gross Profit	114,192.55	214,420.00	53.3%
Expense			
Organization	0.00	0.00	0.0%
Economic Vitality	0.00	26,000.00	0.0%
Administrative	9,067.80	34,010.00	26.7%
Design Expense	5,000.00	11,000.00	45.5%
Event	3,059.49	53,350.00	5.7%
Payroll	24,654.44	82,330.85	29.9%
Promotional	300.00	2,000.00	15.0%
Total Expense	<u>42,081.73</u>	<u>208,690.85</u>	<u>20.2%</u>
Net Ordinary Income	<u>72,110.82</u>	<u>5,729.15</u>	<u>1,258.7%</u>
Net Income	<u><u>72,110.82</u></u>	<u><u>5,729.15</u></u>	<u><u>1,258.7%</u></u>

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04/30/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through April 2025

	Jan - Apr 25	Jan - Apr 24	\$ Change
Ordinary Income/Expense			
Income			
City of Marshfield Income			
BID	81,092.84	67,032.83	14,060.01
Total City of Marshfield Income	81,092.84	67,032.83	14,060.01
Design Income			
Adopt -A- Parking Lot	1,500.00	1,000.00	500.00
PROW	40.00	40.00	0.00
Total Design Income	1,540.00	1,040.00	500.00
Events Income			
Downtown Awards	0.00	46.00	-46.00
Hub City Days			
Brew Fest	1,171.00	0.00	1,171.00
Vendors	1,950.00	1,900.00	50.00
Total Hub City Days	3,121.00	1,900.00	1,221.00
Total Events Income	3,121.00	1,946.00	1,175.00
Interest Income	138.71	78.79	59.92
Sponsorship Income			
Town Hall, Etc.	0.00	485.06	-485.06
Fitness Court	-1,000.00	1,000.00	-2,000.00
Hub City Days			
Friday Night			
Bike Cruise & Shop Hop	0.00	4,000.00	-4,000.00
Total Friday Night	0.00	4,000.00	-4,000.00
Movie in the Plaza	1,500.00	0.00	1,500.00
Brew Fest	5,000.00	4,000.00	1,000.00
Hub City Event	8,000.00	3,900.00	4,100.00
Hub City Stage	9,500.00	3,000.00	6,500.00
Family Zone	0.00	500.00	-500.00
Total Hub City Days	24,000.00	15,400.00	8,600.00
Halloween Week			
Halloween Week	1,300.00	0.00	1,300.00
Total Halloween Week	1,300.00	0.00	1,300.00

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Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through April 2025

	Jan - Apr 25	Jan - Apr 24	\$ Change
Holiday Parade, Small Business	1,500.00	0.00	1,500.00
Holiday Wine Walk	1,300.00	0.00	1,300.00
Downtown Awards	1,200.00	1,800.00	-600.00
Total Sponsorship Income	28,300.00	18,685.06	9,614.94
Total Income	114,192.55	88,782.68	25,409.87
Gross Profit	114,192.55	88,782.68	25,409.87
Expense			
Organization			
Town Hall Meeting	0.00	645.30	-645.30
Total Organization	0.00	645.30	-645.30
Economic Vitality			
Coffee & Connections	0.00	15.46	-15.46
Total Economic Vitality	0.00	15.46	-15.46
Administrative			
Advocacy & Networking	0.00	255.63	-255.63
Taxes & Professional Fees			
Personal Property Taxes	0.00	43.96	-43.96
Total Taxes & Professional Fees	0.00	43.96	-43.96
Bank & Transaction Fees	35.17	12.54	22.63
Dues & Subscriptions	2,607.85	2,428.69	179.16
Education	215.77	20.00	195.77
Equipment Maintenance	679.84	708.74	-28.90
Meals	294.60	771.08	-476.48
Mileage & Travel	316.48	970.82	-654.34
Postage & Delivery	146.00	134.00	12.00
Rent	3,600.00	3,200.00	400.00
Office General Supplies	852.13	833.37	18.76
Telephone	319.96	319.92	0.04
Total Administrative	9,067.80	9,698.75	-630.95
Design Expense			
Wood County REDI Expense	5,000.00	0.00	5,000.00
Art & Sculptures	0.00	1,995.00	-1,995.00
Total Design Expense	5,000.00	1,995.00	3,005.00

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Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through April 2025

Event	Jan - Apr 25	Jan - Apr 24	\$ Change
Cabin Fever			
Cabin Fever	0.00	10.36	-10.36
Total Cabin Fever	0.00	10.36	-10.36
Event Equipment	216.00	231.64	-15.64
Hub City Days			
Movie in the Plaza	1,330.00	1,305.00	25.00
Friday Night			
Hub City Series/ Beer Tent	218.50	192.69	25.81
Total Friday Night	218.50	192.69	25.81
Brew Fest	109.87	52.22	57.65
Beer Garden/Live Music	0.00	575.23	-575.23
General Advertising	0.00	40.00	-40.00
Total Hub City Days	1,658.37	2,165.14	-506.77
Downtown Awards			
Awards Event	853.12	1,438.90	-585.78
Awards	182.00	125.00	57.00
Downtown Awards - Other	150.00	0.00	150.00
Total Downtown Awards	1,185.12	1,563.90	-378.78
Total Event	3,059.49	3,971.04	-911.55
Payroll			
FICA/Medicare	1,750.29	1,698.66	51.63
Manager Salary	16,407.48	16,280.00	127.48
Staff Wages	6,472.10	5,924.65	547.45
SUTA	24.57	23.91	0.66
Total Payroll	24,654.44	23,927.22	727.22
Promotional			
Downtown Marketing	300.00	1,415.00	-1,115.00
Total Promotional	300.00	1,415.00	-1,115.00
Total Expense	42,081.73	41,667.77	413.96
Net Ordinary Income	72,110.82	47,114.91	24,995.91
Net Income	72,110.82	47,114.91	24,995.91

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04/30/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through April 2025

	<u>% Change</u>
Ordinary Income/Expense	
Income	
City of Marshfield Income	
BID	21.0%
Total City of Marshfield Income	21.0%
Design Income	
Adopt -A- Parking Lot	50.0%
PROW	0.0%
Total Design Income	48.1%
Events Income	
Downtown Awards	-100.0%
Hub City Days	
Brew Fest	100.0%
Vendors	2.6%
Total Hub City Days	64.3%
Total Events Income	60.4%
Interest Income	76.1%
Sponsorship Income	
Town Hall, Etc.	-100.0%
Fitness Court	-200.0%
Hub City Days	
Friday Night	
Bike Cruise & Shop Hop	-100.0%
Total Friday Night	-100.0%
Movie in the Plaza	100.0%
Brew Fest	25.0%
Hub City Event	105.1%
Hub City Stage	216.7%
Family Zone	-100.0%
Total Hub City Days	55.8%
Halloween Week	
Halloween Week	100.0%
Total Halloween Week	100.0%

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Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through April 2025

	<u>% Change</u>
Holiday Parade, Small Business	100.0%
Holiday Wine Walk	100.0%
Downtown Awards	-33.3%
Total Sponsorship Income	51.5%
Total Income	28.6%
Gross Profit	28.6%
Expense	
Organization	
Town Hall Meeting	-100.0%
Total Organization	-100.0%
Economic Vitality	
Coffee & Connections	-100.0%
Total Economic Vitality	-100.0%
Administrative	
Advocacy & Networking	-100.0%
Taxes & Professional Fees	
Personal Property Taxes	-100.0%
Total Taxes & Professional Fees	-100.0%
Bank & Transaction Fees	180.5%
Dues & Subscriptions	7.4%
Education	978.9%
Equipment Maintenance	-4.1%
Meals	-61.8%
Mileage & Travel	-67.4%
Postage & Delivery	9.0%
Rent	12.5%
Office General Supplies	2.3%
Telephone	0.0%
Total Administrative	-6.5%
Design Expense	
Wood County REDI Expense	100.0%
Art & Sculptures	-100.0%
Total Design Expense	150.6%

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04/30/25

Accrual Basis

Main Street Marshfield, Inc.
Profit & Loss Prev Year Comparison
 January through April 2025

	<u>% Change</u>
Event	
Cabin Fever	
Cabin Fever	-100.0%
Total Cabin Fever	-100.0%
Event Equipment	-6.8%
Hub City Days	
Movie in the Plaza	1.9%
Friday Night	
Hub City Series/ Beer Tent	13.4%
Total Friday Night	13.4%
Brew Fest	110.4%
Beer Garden/Live Music	-100.0%
General Advertising	-100.0%
Total Hub City Days	-23.4%
Downtown Awards	
Awards Event	-40.7%
Awards	45.6%
Downtown Awards - Other	100.0%
Total Downtown Awards	-24.2%
Total Event	-23.0%
Payroll	
FICA/Medicare	3.0%
Manager Salary	0.8%
Staff Wages	9.2%
SUTA	2.8%
Total Payroll	3.0%
Promotional	
Downtown Marketing	-78.8%
Total Promotional	-78.8%
Total Expense	1.0%
Net Ordinary Income	53.1%
Net Income	53.1%



The goal of the Design Committee is to work in conjunction with the City Development Services Department, downtown partners, and other relevant entities to encourage improvement of the visual aspects of downtown while maintaining its historic integrity by using the basics of architectural style, façade rehabilitation, streetscape improvements, and design incentives.

Present: Jenna Hanson, Isabell Grethen, Karen Mueller, Vicki Tracy, Nicki Anderson

Staff Present: Diane Gallatin, Ben Rauen

MINUTES

April 9th , 2025 | 11:00 am

- I. Call to order - 11:05 am
- II. Approval of Minutes - March 12th, 2025
Nicki 1st Karen 2nd
- III Adopt a Parking Lot
 - a. No word on the timeline for mulching , I believe it is Park And Rec. Department
 - b. Weber wants to be listed on the signs this year
 - c. National Honor Society needs volunteer hours maybe check with them plus check on other groups in schools to see if they might volunteer
 - d. Calvary Church might want to do a parking lot
- IV. Downtown Art- Wynia Sculptures
 - a. Need to finish finding places for sculptures
 - b. Karen and Vicki are going out to find remaining places and take pictures, Will finalize next meeting
 - c. Maybe do a social media call out to asking if anyone has a Wynia sculpture they would like to donate to Main Street to place on Main street
- V. Planters
The only one to give bid was Mill Creek Gardens so they are given the job
Vicki 1st Karen 2nd
- VI. Public Clean-up
 - a. As right now it is on hold



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The goal of the Design Committee is to work in conjunction with the City Development Services Department, downtown partners, and other relevant entities to encourage improvement of the visual aspects of downtown while maintaining its historic integrity by using the basics of architectural style, façade rehabilitation, streetscape improvements, and design incentives.

- b. Ben Rauhen is going to ask Calvary Church if they would like to do a Clean up day
- c. Committee is doing a couple of parking lots today (clean-up)

VII. Murals

- a. Design needs to start talking about some designs
- b. Mueller Building on 4th street could be the first one done
- c. Sherman Williams might donate the paint for Mueller Building
- d. Karen and Vicki are going to meet and talk about murals outside of the meeting

VIII. Grants

- a. Welcome Back Grant is not a 50/50 grant
- b. The Due date for grant is May 30, 2025
- c. The project should be finished by Nov.1, 2025

IX. Window Displays

- a. The name is change to Window Displays
- b. The Spring is May- June
- c. Will do a Hub City Day display contest which is not going to be apart of the Window Display Contest

X. Next Meeting May 14th, 2025

XI. Adjournment 11:40

Respectfully submitted by Diane Gallatin.



Main Street Marshfield, Inc.
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The goal of the Organization Committee is to establish a strong program that encourages participation from a wide cross-section of the community by implementing and funding downtown revitalization, drafting an annual work plan, raising money, recruiting and managing volunteers, updating marketing campaigns, and assessing grant options for promoting business growth.

Present : Jake Nyen , Ryan Dieringer, Jill Lutz

Staff Present: Diane Gallatin , Ben Rauen

Minutes

April 9th, 2025 | 8 a.m.

- I. Call to order - 8:02 am
- II. Approval of minutes - March 11th, 2025
Jake 1st Ryan 2nd
- III. Review committee membership
 - a. Jody from 2 ½ Cups is joining the Organization Committee
- IV. Review 2025 work plan
 - a. Will hold off till committee is complete
- V. Hub City Days
 - a. Jake and Ryan are calling the businesses in the ad book for this years book
 - b. Main Street will be printing the registration packets as well as the book
 - c. The book should be ready to go by Mid June
 - d. We will try to meet with Rodney in May
 - e. Jake and Ryan will be shadowing Rodney the day of and be in charge of the food vendors



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The goal of the Organization Committee is to establish a strong program that encourages participation from a wide cross-section of the community by implementing and funding downtown revitalization, drafting an annual work plan, raising money, recruiting and managing volunteers, updating marketing campaigns, and assessing grant options for promoting business growth.

VI. Volunteer Needs

- a. Ben Rauen will have a list for the board members to sign up for Hub City Days at the next board meeting and they need to sign up then.
- b. We will have to get volunteers for the spots that the board doesn't fill.
- c. Diane will make a list of what Jake & Ryan will do before and the day of

VII. Fundraising

- a. Hub City needs about \$20,000 to be same as last year
- b. Ben Rauen has a list of places to call for sponsorship
- c. Ben Rauen will have a report of who if any will sponsor at next meeting, then we might have to other committee try to get sponsorship

VIII. Next Meeting - May 7, 2025

IX. Adjournment 9:03 am

submitted by Diane Gallatin



Main Street Marshfield, Inc.
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The goal of the Promotion Committee is to market a unified, quality image of Marshfield's downtown business district as the center of activities, goods, and services to retailers, shoppers, investors, and tourists.

MINUTES

April 8th th | 8 a.m.

Present: Paul Knoff, Nicki Anderson, Rhonda Urlaub, Ben Bauer

Staff Present: Diane Gallatin, Ben Rauen

I. Call to Order : 8:01 am

II. Approval of minutes- February 11th , 2025

Rhonda 1st Nicki 2nd

III. 2025 Work Plan Progress & Discussion

a. Marketing Plan

1. Ben Rauen is working on framing a plan for marketing
2. We will need to put together a plan on how much to spend on advertising for each event.
3. Advertising will be Billboards, radio, banners, social media and we will see how each impacts the events .
4. We will focus on the events as to how important they are
Hub City Days
Holiday Wine Walk
Halloweek
Holiday Parade
5. If we have to we can cut on the other events for advertising we have to see how Hub City Days goes
6. We will do press releases

b. Third Thursdays

1. Ben Rauen is going to send out a survey to see if any businesses want to Third Thursday plus if any are interested on a mad market days
2. We need to get a buy in to do third thursday's
3. More social media is needed

c. Small Business Saturday

1. Small Business Saturday will be back this year

IV. Hub City Days



Main Street Marshfield, Inc.

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The goal of the Promotion Committee is to market a unified, quality image of Marshfield's downtown business district as the center of activities, goods, and services to retailers, shoppers, investors, and tourists.

a. Advertising

1. Advertising we will do billboards, banners, yard signs, social media, radio
2. We need to look into partnership advertising and Paul is going to contact Zaleski Sports and we need to look at Hub City Times

b. Event

1. Family Zone is being organized by Ashley Ruzik and the Police Dept. will be doing a dunk tank .
2. Bike Cruise, we need to talk to Kristian Howley from the bike club
3. Crafts are being done by Kris from Kailiey's Kandles
4. Movie in the Plaza Ben Rauen is going to talk to the Young Professional about helping and running the event

VI. Other Business

- a. Kris from Kailiey's Kandles will be joining the Promotion committee
- b. Jody from 2 ½ Cups will be joining Organization committee

VII. Next Meeting- May 6, 2025 - 8:00 am

VIII. Adjournment 8:59 am

Respectfully submitted by Diane Gallatin.



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BOARD OF DIRECTORS MEETING AGENDA

May 7, 2025 | 7:30 a.m.

- I. Call to order**
- 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. Executive Board Update:**
 - Letter
 - Board Member List - update
- V. Committee Updates & Approval of Meeting Minutes:**
 - Board Meeting - **04.02.2025**
 - Design Committee - **04.09.2025**
 - No items were voted on in this meeting.
 - Note: Welcome Back Grant and Application is LIVE
 - Taking application via Google Form, link emailed to business email list on Mailchimp.
 - Economic Vitality Committee - **04.10.2025**
 - Marketing grants reviewed and awarded! No board vote necessary.
 - Organization Committee - **04.09.2025**
 - No items were voted on in this meeting.
 - Promotion Committee - **04.08.2025**
 - No items were voted on in this meeting.
 - Initiative in the works: Downtown and Main Street Marshfield marketing plan and budget creation.
- VI. Financial Report – Treasurer Ryan Dieringer**
- VII. Executive Director Report – Executive Director Ben Rau**
- VIII. Other Business: Hub City Days Volunteer Needs and Updates**
- IX. Adjournment**



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:**
 - o **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
 - o **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
 - o **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



The goal of the Economic Vitality Committee is to strengthen the economic base of the downtown by fostering entrepreneurship, helping develop properties, identifying new business opportunities, and supporting existing businesses.

Present: Marsha Bushman, Ashley Fredrick, Sierra Starner-Heffron

Excused: Krystal Bowman, Sierra Jones, Danielle Winer

Unexcused: Jeff Klieman

Office Present: Ben Rauen, Diane Gallatin

MINUTES

April 10 th | 8:00 am

- I. Call to order - 8:04 am
- II. Approval of meeting minutes - March 13th, 2025
- III. Sierra H. 1st Ashley 2nd

- IV. Business Update
 - A. Domino's should be sold within the month.
 - B. 715 Shop expansion should be done shortly
 - 1. The open house is May 10, 2025
 - 2. The Ribbon cutting is May 9, 2025

- V. Rental Arbitrage
 - A. The Muellers of the Mueller Building might be interested in the arbitrage project.
 - B. Boson might take a walk through the Mueller building to get the scope of the project.
 - C. The arbitrage requires a non-profit to write the grant- however, that is the only requirement of the nonprofit partnered with.
 - D. Grant writing should be done as soon as an opportunity is available.
 - E. Marsha is planning to attend the upcoming BID Board meeting to answer any questions about the project.
 - F. If the arbitrage is not going to be in the Main Street Marshfield EV Committee, a separate committee will form, and utilize another non-profit for grant writing.
 - G. Ben Rauen is looking into grant opportunities.



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The goal of the Economic Vitality Committee is to strengthen the economic base of the downtown by fostering entrepreneurship, helping develop properties, identifying new business opportunities, and supporting existing businesses.

VI. Marketing Grant:

A. Committee recommends approval of:

1. Indigo Bloom Skinspa

- a) Application Request: "Once I move location it's very important for me that the public can tell I am encouraging team growth. For many years I have been a solo aesthetician, but now that we have blown up- I really want to make it feel like everyone is included! this grant could not have come at a better time, as I am interested in changing my business name, building a website, taking photos with my lady bosses and really having a brand that fits our goals, adding value to people's lives!"

2. OM Gaia Creations:

- a) Application Request: "With this grant we hope to get more branding for our store such as a new sign, business cards, bags with logo/packaging, and update the interior of the store to be more on brand." (Note from Ben): They did have some ideas like fresher paint and redesigning the back entry, however I think that some of that is not in scope of this grant. It should also be noted that their landlord is doing construction to the front of their building, so the back will become a primary entry.

3. Rocky Road Boutique:

- a) "One thing I overlook is the branding photo sessions that I should be doing yearly. I believe the right photographer can really help bring your social media appearance to life to resonate with customers more than selfie captured photos. This package would help fill the marketing aspects that I lack the skill/knowledge/time to set up and make happen. I also think I need more help with setting up an email marketing flow to get return customers back on my website."

B. Committee recommended not to approve Nomad Bodyworks, as they are in partnership with Indigo Bloom Skinspa, and the grant awarded to Indigo Blue would also benefit Nomad Bodyworks.





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- C. Project information was incomplete or needed more information for:
 - 1. Kailey's Kandles and Co.
 - a) A project was outlined, further clarification needed before approval.
 - 2. The Daily Grind
 - a) No project was outlined, Main Street reaching out to work with the business on creating a project that could be approved.
- VII. Other Business
 - A. The property and Business Owner Guide has been completed, the guide just needs to have Pat Kilty and Bob Larson verify some items.
 - B. The deadline to have a draft is April 17, 2025.
 - 1. The committee will provide draft edits for the next meeting, and a final draft will be reviewed at committee.
- VIII. Regional Contact Conversations:
 - A. Ben to meet with SBDC, CEED, and Centergy in the month of April.
- IX. Work Plan
 - A. We need to consider what the business want to get from MSM.
 - B. Erin from WEDC will send us what other Main Street EV committees have done previously.
- X. Next Meeting -May 8, 2025
- XI. Adjournment - 8:50 am

Respectfully submitted by Diane Gallatin



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