



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, June 4th, 2025 | 7:30am

Board Presence:, Jill Lutz, Marsha Bushman, Paul Knoff, Isabelle Grethen, Ryan Dieringer, Ben Bauer, Vicky Tracy, Danielle Winer, Jenna Hanson, Izzy Grethen

Ex-Officio Presence: Jen Delis

Staff: Diane Gallatin, Ben Rauen

Excused: Rhonda Urluab

Unexcused:

- I. Call to order
- 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. Executive Board Update:
 - a. Next steps with Executive Director Position
 - i. Application is on website, working to get it on Indeed, Ben will send to MACCI, got feedback from the board to update the job description, will continue to advertise for the opening
 - b. BID Board Meeting - 8AM June 9th, City Hall
 - c. Farmers Market
 - i. MACCI is doing the one at Festival Foods for one year, could the two Farmer’s Market be combined?
 - ii. Currently have 2-3 vendors, working with Melis Haack from the state about new regulations
 - iii. Vicki recommends that we coordinate with MACCI so we can continue the farmer’s market next year
 - iv. Farmer’s Market is an org responsibility, so they will discuss org and make a recommendation
 - d. Meeting with businesses during time without an Executive Director
 - i. We have done block captains before large events
 - ii. Ben R will do sign up genius, and then Ben and Jenna will assign block to board members
 - iii. Ben will schedule an email blast with the event map
 - iv. Ben emphasized the importance of a unified voice when talking about Hub City Days
- V. Partner Updates:

- a. Council Update – Mayor & Alderman
 - i. Please send accomplishments (business or personal accomplishments) and Lois like to include them in the Mayor’s comments in the council meeting to start the meeting on a positive note
 - ii. Economic Vitality and Promotion committees can send over accomplishments for Main Street
 - b. General Update – City Administrator Steve Barg
 - i. Thanked Ben R for working with Main Street
 - ii. Offered support from the city without executive director
 - iii. Steve is hopeful that the BID morning meeting will be positive
 - iv. Weinbrenner project continues to renovate, J Jeffers will work affordable housing, and possibly retail shops
 - v. Weinbrenner facility should be finished by November
 - vi. PD moving is still in process, 2027 finish to wildwood plaza position
 - vii. Waiting on appraisal for Weinbrenner + PD building
 - viii. Kristin Fish for redevelopment study, could economic development be done in a better way? Could be done later this month
 - ix. Former city planner is still working, Economic Development contracted out
 - x. 2026 city budget planning will start up soon. Steve will meet with Jenna about what will be asked of the city for 2026 financial needs
 - xi. Is there a true need for multifamily? Housing study needs to be updated from 2019.
 - xii. Once PD has moved, city will tear down Baltus building
 - c. MACCI
 - i. Dairyfest very well, huge crowds, great weather
 - ii. June 20 – knowledge at noon @ Forward Bank
 - iii. Business After 5 at Schalows
 - d. Parks & Plaza Update – Parks & Rec Event Program Coordinator Nicki Anderson – *no update*
 - e. Police Department - Jody Geurink – *no update*
 - f. Community Foundation Update - Executive Director Kaelie Gomez – *no update*
 - g. Visit Marshfield
 - i. Billboard will be hung next week after the suggested edits
- VI. Committee Updates & Approval of Meeting Minutes:
- a. In May it was realized that we should be approving minutes after committees have a chance to review them first, so, to reset the cycle, we are not approving May minutes in this meeting. Instead, May minutes will be reviewed at the June committee meetings, and then approved there. Then, in July, May minutes will be approved at the board-level. Board minutes from the previous month will still be approved at the current month’s board meeting.
 - i. Board Meeting - 05.07.2025
 - ii. Design Committee - HOLD ONE MONTH FOR COMMITTEE APPROVAL
 - iii. Economic Vitality Committee - 04.10.2025
 - 1. Minutes were not present for the last meeting, up for approval today
 - iv. Organization Committee - HOLD ONE MONTH FOR COMMITTEE APPROVAL

- v. Promotion Committee - HOLD ONE MONTH FOR COMMITTEE APPROVAL
 - vi. Financial Report – Treasurer Ryan Dieringer
 - vii. *Motion by Paul to approve the above minutes, second by Izzy, motion carries.*
- VII. Financial Report – Treasurer Ryan Dieringer
 - a. Sponsorship is behind for Hub City Days, charging with cars this year will help with fundraising
- VIII. Executive Director Report – Executive Director Ben Rauen
 - a. Hub City Days is the main focus, feel like we are on pace
 - i. Still in need of volunteers
 - ii. Will charge \$10 per car
 - iii. Ben is collecting business promotions for the events to distribute for attendees by flyer
 - iv. UWSP is accredited for Main Street, they are looking for a new Executive Director
 - v. Ben will have onboarding information prepared
 - b. Nations Lending has moved into the Dominos building
- IX. Other Business:
 - i. Hub City Days Volunteer Signup (Signup Genius)
 - ii. Ben needs to update with the volunteers we have
 - iii. Review Documents for BID Board Members
 - 1. Jenna would like to board to review and get edits by the end of day 6/4
 - 2. Documents edits
 - a. Krystal Bowman – add that she works for Boson
 - b. Marsha Bushman CEO of the Vault
 - c. Need to organize WEDC information to work on talking points
 - 3. Paul would like to see pie chart of funding for Main Street
 - iv. Continued farmer's market discussion
 - 1. Having the farmer's market during the week allows people to take advantage when they are away on the weekends
 - 2. Ben will publish a Facebook post to promote vendors for Tuesdays 8am – 1pm, Diane checks on them every hour or so
 - 3. Need to add to the Farmer's Market to sponsorship packet
 - 4. The board recommends that org committee continue the discussion and Jenna will connect with Denise
- X. Adjournment