



**Executive Board Meeting Minutes**  
Wednesday, July 2, 2025 | 8am

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

**Ex-Officio Presence:** Jen Delis,

**Staff:** Diane Gallatin

**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. Public Comments
  - a. Tom Witzel – Hub City Ice Cream owner. Best nights are when something is going on at the plaza, asking for visibility from the plaza for Hub City Days
  - b. Asking for calendar of the plaza events
  - c. Does not feel connected to Main Street, concerned about the lack of communication
- V. Executive Board Update
  - a. Hiring next steps
    - i. Jenna shared printed resumes and will put them in the google drive, asking everyone to send their top 5 candidates by Monday, July 7<sup>th</sup>
  - b. Ben and Jenna’s discussion with Scott Koran and the Howards
    - i. Considering asking for an extension and potentially meet after Hub City Days
    - ii. Discussed aligning expectations of the executive director/board with the paying BID members
- VI. Committee Updates and Approval of Meetings
  - a. Board Meetings – 6.04.25
    - i. Paul and Ryan make motion, motion carried
  - b. Design Committee – 5.14.25
  - c. Economic Vitality Committee 5.25.25

- d. Organization Committee 5.14.25
- e. Promotion Committee 5.13.25

*Send adjustments of committee meeting to be approved for the next board meeting*

- VII. Financial Report – Treasurer Ryan Dieringer
  - a. Lower on the flowers, waiting to get reimbursed from the city
  - b. July BID Board meeting – Main Street will present the 2026 workplan
- VIII. Committee Brainstorming and Strategic planning realigning
  - a. Subcommittees meeting to discuss future work plants specifically continue, start, end items
  - b. Handed in notes to Jenna
- IX. Other Business: hub City Days Volunteer Needs and Updates
  - a. Still need garbage/street opening volunteers for Hub City Days
  - b. Athletic Director (sports group) – Ashely F is the contact who reach out to them and will connect with Diane for formal direction
- X. Adjournment