



Executive Board Meeting Minutes
Wednesday, August 6th, 2025 | 7:30am

Board Presence:, Rhonda Urluab, Ryan Dieringer, Ben Bauer, Danielle Winer, Ashley Fredrick

Ex-Officio Presence: Jen Delis, Josh Kilty, Kaelie Gomez, Nicki Anderson

Staff: Diane Gallatin

Excused: Jill Lutz, Marsha Bushman, Paul Knoff, Isabelle Grethen, Jenna Hanson, Vicky Tracy

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 (along with spouse Jenn) – Hub City Ice Cream owner – asking to be recognized for giving free ice cream for Bike Cruise
 - b. Felt that his storefront was covered by food truck during Hub City Days and is willing to volunteer at Hub City Days to make the event better
 - c. Cassandra Medke
 - i. Would like to request pin up contest at Hub City Days
 - ii. 1940s and 1950s pin up, in association with WWII veterans, supports honor flight, other veteran programs
- V. Executive Board Update
 - i. Next steps with Executive Director Position
 - 1. Two strong candidates for executive role, second interview scheduled for one of them
 - 2. Hiring will hopefully happen within 2-3 weeks
 - ii. 2026 Operating Plan
 - 1. A lot of work has gone into this in preparation for the last BID board meeting and now we are making adjustments by committee
 - iii. Farmers Market: Jenna is attending community meetings related to this
 - iv. Joint meetings with Visit Marshfield and Macci was held earlier this week and went well

- b. General Hub City Days updates
 - i. We will continue to collect information and financials
 - ii. Movie in the Park
 - 1. About 70 people, sound was better this year, had lots of mosquitos, possibly move back to the street?
 - iii. Bike Cruise
 - 1. About 70 bikes, good turnout
 - 2. hid coupons instead of cars, Shop Hop timing could be improved
 - iv. Brew Fest
 - 1. Attendance was down
 - 2. We need to acquire more brewers and have a more detailed event description
 - v. Car Show
 - 1. Participation was down with about 520 cars
 - 2. There was some miscommunication about cars going down 2nd street to the craft show
 - vi. Family Fun Zone
 - 1. Ran without any issues
 - vii. Beer Tent and live music
 - 1. Very positive comments about beverage offerings
 - viii. Need to hold people accountable to show up on time, specifically the food vendors
 - ix. Financials – final numbers are coming in
 - 1. Sponsorship were down
 - 2. Will get geo fencing information back from WEDC soon
- c. Partner Updates
 - i. Council Update – Jen Delis
 - 1. Thanked Danielle and Jenna for coming with Joint Visit Marshfield meeting
 - 2. Thinks that we can pool more resources for a higher impact
 - 3. Jen encouraged that Main Street to use the city communications department at the City
 - ii. General Update – City Administrator Steve – no update
 - iii. Parks & Plaza Update – Nicki Anderson
 - 1. Only had to move one concert this summer due to weather
 - 2. Attendance averaged 300 people per Friday night concert
 - 3. Ramping up fall recreation programs
 - 4. Will be pulling final #s for concert series
 - iv. Police Department – Jody Geurink – no update
 - v. MACCI Update – Denise Sonneman – no update

- vi. Visit Marshfield Update – Matt McLean (Danielle, board member, gave update)
 - 1. Working to renew the Entity Agreement with the city
 - 2. Maple Fall Fest is coming up in September
- vii. Community Foundation Update – Kaelie Gomez
 - 1. Thanked Main Street for all the work to make Hub City Days happen
 - 2. Wrapping up scholarships
 - 3. Main Street applied for community grant and will hear about it in a week
 - 4. Discussed Catch and Ride program started by leadership Marshfield group to facilitate ride sharing

VI. Committee Update & Approval of Meeting Minutes

- a. Board Meeting 6.4.2025
- 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
- f. *Tabled for next meeting, no quorum*

VII. Financial Report – Treasurer

- a. Waiting for financials for Hub City Days

VIII. Executive Director Report

IX. Other Business

X. Adjournment