



BOARD OF DIRECTORS MEETING MINUTES

September 3, 2025 | 7:30 a.m.

Board Presence: Rhonda Urluab, Ben Bauer, Danielle Winer, Ashley Fredrick, Jill Lutz, Paul Knoff, Jenna Hanson, Vicky Tracy, Marsha Bushman

Ex-Officio Presence: Jen Delis

Staff: Diane Gallatin

Excused: Ryan Dieringer

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. **Citizen Comments – none**
- V. **Executive Committee Update:**
 - a. Next steps with Executive Director Position
 - i. Hoping to wrap the offer off up this week, October start date
 - b. 2026 Operating Plan
 - i. Was approved by the BID, passed through council
 - c. Updates from Jen Delis
 - i. There was some confusion with the BID when they passed operating plan and the budget, Jen recommends to be very diligent on what we are spending on the \$80,000 and what BID money is covering, BID is in support of townhalls, workshops, and tangible results. BID also encourages Main Street Board to recognize the board members' strengths like grant writing. Jen recommends that we connect with MACCI about the grant they have applied for, also to work with CDA for funding.
- VI. **Committee Updates & Approval of Meeting Minutes:**
 - a. Board Meeting - **08.06.2025**
 - i. Jenna confirmed that Hub City Ice Cream was recognized in social media posts and banners for donating
 - b. Design Committee - **05.14.25, 06.11.25, no August meeting**
 - c. Economic Vitality Committee - **05.25.25, 6.12.25, no August meeting**
 - d. Organization Committee - **05.14.25, 6.11.25**
 - e. Promotion Committee - **05.13.25, 6.10.25**
 - i. Jenna questioned June 10th meeting as what Jenna needs to do to follow-up, Paul recommends that we not approve the promotion minutes as they need to be revised.
 - f. *No approval of above minutes, will do over email.*
- VII. **Discussion about meeting minutes**
 - a. Board recommends committee chair review committee minutes, Diane will put minutes on the drive, then board can approve minutes at next board meeting. This will allow board to approve September committee meeting minutes in the October board meeting.
- VIII. **VII. Financial Report – Treasurer Ryan Dieringer/Diane in Ryan's absence**
 - a. Finances about the same, a little ahead because we are not paying an executive director, made about \$14,000 for Hub City Days, need to finalize Hub City Day financials because we will be presenting to

BID in October about Hub City Days.

- b. Had discussion on fundraiser versus friendraiser - what should each of our events be, how can we have a better relationship with our partners?

IX. **Executive Director Report – N/A**

X. **Other Business:**

- a. Town Hall in October
 - i. EV would like to do a property owner Town Hall, discussing how we can support them
 - ii. Possible folks on the panel - Kristen Fish-Peterson, Lyn Falk Retailworks, Pat Kilty
 - iii. Marsha has a concern that we don't have enough to, EV will discuss in their meeting next week
 - iv. Consider week of Oct 20th, and another town hall in the spring
- b. Halloweek
 - i. Beer Walk, Trick or Treating, and Scavenger hunt – we need volunteers
 - ii. Jill will make a sign up genius
 - iii. Need \$4000, have \$2000 already accounted for
 - iv. Jenna will ask for volunteers
- c. Hub City Days Next Steps: send thank yous, surveys, financial update, subcommittee, get additional feedback in next committee meetings
 - i. Paul recommended that we need a Hub City Day committee, bring in business owners to give us feedback
- d. Other Event Details
 - i. We need sponsors - \$2000 for parade, \$2000 for wine walk \
 - ii. We should do a survey to follow up on Hub City Days, Paul will put on Promotion committee meeting next week
 - iii. Promo will discuss promotion of Halloweek
 - iv. Diane will send list to the board about getting stops for beer walk, need to get 3-4 volunteers

● Adjournment

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