



## BOARD OF DIRECTORS MEETING AGENDA

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

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

**Ex-Officio Presence:** Mayor Lois Tstreck, Steve Barg, Jody Geurink, Denise Sonneman, Kaelie Gomez, Jennifer Delis

**Staff:** Diane Gallatin, Carter Howe

**Guests:** Leta Gribble

**Excused:** Isabelle Grethen, 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. **Introductions for Leta Gribble**
- V. **Executive Board Update**
  - a. **Training/Volunteer Logs**
    - i. Jenna asked that all board members fill out board member requirement sheets – updating volunteer hours, trainings, etc
  - b. **Board & Committee member recruitment**
    - i. Open to new board and committee members, we need to get interested people involved
    - ii. Jenna made mention that it is important that we get information updated on the website for new board member applications
- VI. **Partner Updates**
  - a. **Council Update – Mayor & Alderman**
    - i. Mayor Lois
      1. Kudos to Ashley for sharing on social media on what’s happening in our community
      2. Communication department at city hall – please utilize them to spread the message about your business and events
      3. Congratulations to the Vault for great holiday event they recently hosted
    - ii. Jenn Delis
      1. Said “good job” to main street for getting downtown bustling this holiday season
  - b. **General Update – City Administrator**
    - i. Filing started for council and mayor elections, filing runs thru January 6<sup>th</sup>
    - ii. City budget was approved, Main Street will be getting \$18,000 + 8,000
    - iii. Weinbrenner building has no developers, will be working again to find a developer
    - iv. West second street corridor work continues, need to determine what to do with the old Baltus building
    - v. Police department relocation is in process
    - vi. Steve is happy to see all the entities working together (Visit, MACCI, MSM)
    - vii. Istate is continuing to work on their building on the south side of town
    - viii. Continuing to work with entities about downtown parking and plaza bathrooms
    - ix. New city email addresses are now a “.gov”
  - c. **Parks & Plaza Update – no update**

- i. Steve mentioned that the city is committed to the success of the plaza, there needs to be a replacement put into place for Nicki's position

**d. Police Department**

- i. Recently finished strategic plan, reorganized the department
- ii. Added sergeants

**e. MACCI update**

- i. Holiday Business After 5 is tomorrow night
- ii. Working on our small business of the year and firm of the year, Denise welcomed nominations
- iii. Recently finished strategic plan
- iv. Macci is enjoying collaboration with other entities in town
  - 1. The collaboration was great for small business

**f. Visit Marshfield Update**

- i. 4-year entity agreement between city and Visit Marshfield was passed by council

**g. Community Foundation Update – Kaelie Gomez**

- i. Scholarship portal for high school students and nontraditional students is open, can find it on the website

**VII. Committee Updates & Approval of Meeting Minutes:**

**a. Board Meeting 11.5.2025**

**b. Design Committee 11.12.25**

- i. Working to finalize the Welcome Back grants from 2025, coordinating with county and they agreed that projects can be completed in 2026 and still receive funds
- ii. Waiting on and working on the sculpture program
- iii. Working with the garden club on what can be done better in the parking lots

**c. Economic Vitality Committee 11.13.25**

- i. Marsha gave update on 2025 small business marketing grant
- ii. Discussed Welcome Back grant, discussed funds for 2026
- iii. Continuing to work on property and business resources
  - 1. Discussed how to get business owner up to speed on doing business downtown
- iv. Entrepreneur support and collaboration
  - 1. WEDC will be hosting Entrepreneur Training Program at the Coven starting in Feb 2026
  - 2. EV wants to do a collaborative town hall quarterly
- v. Seeking new committee chair

**d. Organization Committee 11.12.25**

- i. Holiday parade was a success, attendance was up (3500), tree lighting in the plaza was very well attended, shout out the promo committee for the success of recent events, new barriers were used for the first time.
- ii. Holiday wine walk is this weekend, already sold over 100 tickets, folks can buy day of for tickets, all set with volunteers
- iii. Upcoming events – Downtown Awards – Org will finalize location, date, and award categories, nominations will be put out publically on social media
- iv. Jill asked that if anyone has feedback from events, please send to Carter

**e. Promotion Committee 10.14.25 (no quorum)**

- i. Focusing on action items and getting things done
- ii. Set up a meeting with Visit Marshfield, discussed collaboration
  - 1. They agreed to sponsor Holiday Guide
- iii. Want to have a checklist for promoting holiday event, continuing to boost event/boosts on facebook
- iv. Trick or Treating was very well attended
- v. Beer walk was sold out and a lot of shopping happened
- vi. Gem grant was put on hold but now will explore that with Carter on board

- vii. Holiday Guide is sent to print, may have it for the wine walk
  - viii. Hub City Day Committee will come together at the direction of org
- Ben makes motion to approve above board and committee meeting minutes, Paul seconds, motion passes.*

**VIII. Financial Report – Treasurer Ryan Dieringer**

- a. There is more flexibility in the budget because we did not pay for an executive director for part of the year
- b. Jenna thanked all board members for all their extra help this year

**IX. Executive Director Report – Carter Howe**

- a. Focusing on wine walk – want to be passed 200 tickets, promoting it heavy on email and social media, we will be filling bags soon
- b. Parade went very well, extremely positive feedback, only negative was the need to keep children off the parade route (running in the street)
- c. Will have interview on radio soon for the holiday season
- d. Holiday guide was sent to print, will get 750, digital guide will be available online
- e. MSM has Give Butter account, it is free platform, sent out as link for Giving Tuesday, may have use for it in the future.
- f. Working with James on the Second Street Corridor, and ensure that it is a collaboration effort
- g. Issues with miscommunication with alcohol use – would like to host town hall about liquor licenses with the city, Jessica from the city is on-board
- h. Would like to diversify financially, and would like to explore how Main Street can have an endowment
- i. Marsha pointed out that there has been collaboration between entities (specifically James at the city) for granting opportunities
- j. Jenna mentioned that Carter has been doing a lot of business visits

**X. Other Businesses**

- a. Discussion with Marshfield Area Community Foundation on endowments
  - i. Kaelie gave overview of opportunity of an endowment at the Foundation
    - 1. The foundation works with Associated Trust, it is conservative, 6% return (4% comes out to organization), minimum is \$25,000 investment, you can acorn fund or start at \$25,000
    - 2. Adopt a Parking Lot program was discussed for endowment fund in the past
  - ii. Board discussed moving a portion of our funds over before the end of the year
  - iii. Carter mentioned that we need to continue to invest, i.e. put it in the budget (maybe a certain percentage go into the foundation each year)
  - iv. Kaelie suggested that the foundation account be a general account, then board can determine each year where the money will be invested
    - 1. Would need to write in where the funds would go if Main Street folded
  - v. Discussed how having an account at the community foundation give our organization credibility, Ben mentioned that these funds are generally safe from an investment standpoint
  - vi. Marsha and Paul noted that they have concerns that putting \$25,000 instead of using it on downtown projects now
  - vii. The group discussed that an initial \$10,000 could be a more reasonable amount to invest right now, rather than \$25,000
  - viii. *Ben makes motion that we start an acorn fund with the foundation of \$10,000 and by end of first quarter of 2026, we have an investment policy in place by Ben, second by Vicki*
    - 1. Discussion: Paul and Jill expressed that they'd prefer to invest in a money market account so that the investment is more liquid
    - 2. Carter suggested that it puts on in a better position for future, no matter the amount
    - 3. Marsha suggested that we have formal presentation on the foundation and the opportunities for Main Street
    - 4. Kaelie mentioned other benefits of being part of the foundation – being included in the impact report, listed on website, promotion through blog post, there is clout that comes with foundation board vetting you, use foundation as a way to express

longevity.

5. Kaelie will give info to Carter on how Main Street can promote fund, how to discuss fund with Bid Board
- ix.** *Paul makes motion to amend Ben's motion – that Main Street start an acorn fund with the foundation of \$5,000, and by end of first quarter of 2026, we have an investment policy in place, second by Ashley*
  - 1.** *Yays – Jill, Rhonda, Marsha, Ben, Danielle, Jenna, Paul, Ashley, Nays – Vicki, motion passes.*
- x.** *Voice vote on main motion. Motion passes*
- xi.** Kaelie said that for final approval, the foundation board will need a fundraising plan, they will approve main street and then an account can be opened
- b.** Vote for 2026 board members on exec team
  - i.** President – Ben Bauer
  - ii.** Vice President
    - 1.** Looking for nominations, Ben nominates Danielle, Paul seconds
    - 2.** *Paul makes motion to cast a unanimous ballot, motion passes*
  - iii.** Secretary
    - 1.** *Marsha makes motion to cast unanimous ballot and nominates Paul as secretary, second by Ashley, motion passes*
  - iv.** Treasurer
    - 1.** *Ben makes motion to cast unanimous ballot and nominates Izzy for treasurer, second by Paul, motion passes*
  - v.** Vicki is willing to stay on for 3<sup>rd</sup> term
    - 1.** *Ashley makes motion for Vicki to stay on for 3<sup>rd</sup> term, second by Marsha, motion passes*
  - vi.** Marsha asked about exec committee make-up, Jenna mentioned that Jill as Organization committee chair, sits on executive committee.
- c.** Discussion of 2026 budget/salaries/performance reviews
  - i.** Carter's salary is set for 2026, no decisions need to be made
  - ii.** Discussion about Diane's role
    - 1.** Carter complimented that Diane is putting in hard work even late at night, she is a wealth of knowledge
    - 2.** Group suggested that we look at the part time's position job description and the things can Diane can really focus on.
      - a.** Discussed shared email
      - b.** Opportunity for paid leave, reset
      - c.** Diane worked really hard for Hub City Days
  - iii.** Ben makes recommendation to give Diane 12/22 – 1/2/2026, \$1000 bonus
  - iv.** *Ben makes motion to give Diane 12/22 – 1/2/2026, \$1000 bonus, second by Jill, motion passes.*
  - v.** Will discuss hourly rate and vote over email as a board, will discuss downtown spending stipend.
- d.** Other
  - i.** Ben asked about budget and when that will be approved
  - ii.** Group discussed how we will approve our the budget - we will do email vote before the first of the year.

## **XI.** Adjournment