



BOARD OF DIRECTORS MEETING MINUTES

January 7, 2026 | 7:30 a.m.

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

Staff: Diane Gallatin, Carter Howe

Unexcused: Ryan Dieringer

I. Call to order - President Ben Bauer called the meeting to order at 7:30 a.m.

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. a. Training/Volunteer Logs

i. Ben asked that all board members fill out board member requirement sheets – updating volunteer hours, trainings, etc

V. Executive Committee Update:

There was no update given.

VI. Executive Director Report – Carter Howe

Wine Walk was a big success. The goal is to add a registration location next year. Would like to look at Rideshare for next year. Carter continues to meet with City of Marshfield and Marshfield Medical (Sanford Health) officials. Location for Awards Banquet is set and sponsorships are being sought. To date, Carter has had over 45 partner meetings and feels he's building good connections. His 3 goals as a leader are: leadership on sustainability, relationship building, and tenacity in following through on goals.

VII. Committee Updates & Approval of Meeting Minutes:

- Board Meeting
- Design Committee - Izzy gave an update on the Design Committee meeting of 12.10.25. (**See minutes**). City Planner, James Lieven, is a new member of the committee. There was discussion about improving communication regarding grant awards.
- Economic Vitality Committee - **No December meeting.**
- Organization Committee - Jill said the committee did not have a quorum at their meeting on 12/10/2025, but there was discussion about having the Awards Banquet at the 2nd Street Community Center. Discussion on award categories, nomination and voting process.
- Promotion Committee - Paul gave an update on the December meeting. There was a review of past

events. Discussion on the future of the Hub City Concert Series and Farmer's Market details.

Motion Ashley Fredrick, 2nd Danielle Winer to approve the committee minutes. Voice vote, all aye.
Motion passes.

VIII. Financial Report

Treasurer Isabell Grethen just took over the post and is working to develop a report for the next meeting. Ben Bauer stated that he is working with Isabell and Carter to develop a more thorough financial report.

VIV. Other Business:

- Community Foundation Update - Next Steps
 - Carter met with Kaelie at the Foundation. The feedback he's received is a more formal presentation would be appreciated. The first step is to create an investment plan. The Foundation will consider our application in February
- Annual Downtown Awards
 - The event is planned for Thursday, February 5th, 2026. Danielle asked about the program for the event. She said the presentation was "scant" last year. Vicky said a keynote address would be nice. Jenna said in past years committee chairs wrote up a review of their year.
- WEDC Awards - Project nominations and next steps
 - Ben and Carter have discussed submitting at least one application for the statewide awards. The deadline to submit applications is January 19th.
- Marsha asked if there is a list of grant opportunities. Discussion on how best to get the word out.
- Vicky stated that Main Street should try to bring the Brew Pub into the district.

Adjournment

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