



BOARD OF DIRECTORS MEETING AGENDA

February 4, 2026 | 7:30 a.m.

I. Call to order

II. Recitation of the mission statement

- *"Our mission is to energize and strengthen Downtown Marshfield."*

III. Recitation of the downtown Marshfield brand promise

- *"Downtown Marshfield is the premier gathering place for county residents, supporting authentic local experiences in a unique setting."*

IV. Citizen Comments

V. Executive Board Update:

- Marshfield Area Community Foundation Updates
 - i. Application status
 - ii. Investment plan update
- Executive Board Updates
 - i. Changes between secretary and treasurer

VI. Executive Director Report – Carter Howe

VII. Partner Updates:

- Council Update – Mayor Lois TeStrake & Alderman Jen Delis
- General Update – City Administrator Steve Barg & City Planner James Lieven
- Parks & Plaza Update – Justin Casperson
- Police Department - Jody Geurink
- MACCI Update - Denise Sonneman
- Visit Marshfield Update - Matt McLean
- Community Foundation Update - Kaelie Gomez

VIII. Committee Updates & Approval of Meeting Minutes:

- Board Meeting - **11.5.2025**
- Design Committee - **11.12.25**
- Economic Vitality Committee - **11.13.25**
- Organization Committee - **11.12.25**
- Promotion Committee - **11.12.25**

211 South Central Avenue, Suite A, Marshfield, WI 54449
(715) 387-3299 | info@mainstreetmarshfield.com

VIV. Financial Report – Treasurer Isabell Grethen

VX. Other Business:

- Hub City Days Further Discussion
 - i. Taskforce
 - ii. Craft show and Car Show
- Awards Night Final Details
- Summer Farmers Market

Adjournment

Main Street Marshfield, Inc.
211 South Central Avenue, Suite A, Marshfield, WI 54449
(715) 387-3299 | info@mainstreetmarshfield.com