



## BOARD OF DIRECTORS MEETING MINUTES

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

**Board Presence:** Marsha Bushman, Ben Bauer, Danielle Winer, Jenna Hanson, Paul Knoff, Ashley Fredrick, Vicky Tracy, Isabell Grethen

**Ex-Officio Presence:** Steve Barg, Jody Geurink, Denise Sonneman, Jennifer Delis

**Staff:** Diane Gallatin, Carter Howe

**Guests:**

**Excused:** Jill Lutz, Rhonda Urlaub

**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. Executive Board Update**
  - a. Marshfield Area Community Foundation Updates**
    - i. Starting with a \$5,000 acorn fund with the goal to fundraise and reach the \$25,000 donor fund goal to receive dividends.
    - ii. Received application – Carter will complete the application and email a copy to the board once completed.
    - iii. We are scheduled to present at the MACFI board meeting on February 17, 2026.
  - b. Executive Board Updates**
    - i. Due to potential conflict of interest with Isabell serving as Treasurer, Isabell and Paul have agreed to switch roles.
    - ii. *Ashley makes motion that Isabell serves as secretary and Paul serves as Treasurer, second by Vicki*
- V. Executive Director Report – Carter Howe**
  - a. Hub City Days – Board discussed the structure and financial oversight of Hub City Days.
    - i. A task force will be created to improve communication between partners, meeting once a month to clarify roles and responsibilities, explore revenue opportunities (program ads, wristbands for activities, sponsorships).
    - ii. Ben, Carter, Diane, and Jill will Rodney on Monday, Feb 9<sup>th</sup>, Marsha will join.
    - iii. Formal written agreements will be drafted for all partner agreements.
    - iv. Craft show will be on 2<sup>nd</sup> Street
  - b. Friday Concert Series
    - i. Denise, Matt, and Carter to meet to discuss plaza use and continuation of Friday live music
    - ii. Update expected on March 1<sup>st</sup>
  - c. Farmer's Market
    - i. Discussion regarding Co-op asking if Main Street Marshfield was interested in doing a Sunday market
    - ii. Carter recommended choosing between either Tuesday or Sunday rather than committing to both
    - iii. Emphasis on ensuring ROI for downtown businesses and/or Main Street Marshfield
    - iv. Co-op also expressed willingness to collaborate and assist with logistics in exchange for sponsorship opportunities

- d. Accreditation
  - i. Erin will attend the next board meeting regarding accreditation
  - ii. Board discussed opportunities to advertise Erin's visit to businesses – Carter will incorporate this into his conversations at ongoing business visits
- e. Engagement & Marketing
  - i. October included five events with over \$5,000 attendees
  - ii. Multiple new business in downtown and very few vacancies
  - iii. Holiday Gift Guide was very successful – has been submitted for an award through WEDC
  - iv. Marsha coordinating partner meetings with Visit Marshfield, MACCI, etc.
  - v. Working to increase social media presence and create more engagement – a recent post reached 23K views
  - vi. Continued efforts to track engagement and business activity data

## **VI. Partner Updates**

- a. Council Update – Mayor & Alderman
  - i. Jenn Delis
    - 1. Received permission at the recent public works meeting for parks and rec to complete repairs to the band shell at Columbia Park. A \$50K donation was received – looking to fundraise the remaining funds
- b. General Update – City Administrator & City Planner
  - i. Election season
  - ii. Temporary pause placed on consultant work related to the Weinbrenner building. Two RFQs issued and timeline extended to Q2. City is exploring temporary uses for the building to prevent vacancy
  - iii. Potential for additional funds contributed to downtown grants in place of what would have been paid to the consultant
  - iv. City is also working to continue Friday concert series, currently exploring potential lead organizers (Nicki Anderson, private partners, etc.)
  - v. City will help promote 2026 downtown grant opportunities
  - vi. GT Hawaiian BBQ façade project – project may occur in multiple phases, city could potentially help, would be considered a large project with multiple partners and potential grant funding
- c. Parks & Plaza Update – no update
- d. Police Department
  - i. One officer vacancy
  - ii. Hired a construction manager – Kramer Brothers
- e. MACCI update
  - i. Annual meeting held last week
  - ii. 2026 Dairyfest theme finalized – Say Cheese Marshfield
  - iii. Current focus on school events
  - iv. Participating in quarterly partner meetings
- f. Visit Marshfield Update
  - i. Visitor guide printed and distributed
  - ii. Working on 2026 marketing initiatives – more local story telling, surveys, etc.
- g. Community Foundation Update – Kaelie Gomez
  - i. Scholarship and grant applications are in review
  - ii. Potentially looking to start a new fund to benefit Wildwood Zoo

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

- a. Board Meeting
- b. Design Committee
- c. Economic Vitality Committee
- d. Organization Committee
- e. Promotion Committee

*Paul makes motion to approve above board and committee meeting minutes, Marsha seconds, motion passes.*

**VIII. Financial Report – Treasurer Paul Knoff**

- a. As of January 31, total assets are \$69,344, including \$57,844 in cash and \$11,500 in accounts receivable (sponsorships).
- b. Total liabilities are \$1,590, consisting solely of accrued payroll items.
- c. January net income is at \$2,145, closely aligned with the monthly budget.
- d. Total January revenue was \$11,700, primarily from sponsorship income.
- e. Expenses are at 4.8% of the annual budget, with payroll and event costs accounting for most spending to date.

**IX. Other Businesses**

- a. Hub City Days Further Discussion
  - i. Exploring expanded promotional ideas for this year.
  - ii. Board emphasized the importance of financial transparency (raffle licensing, charity allocations, liabilities), protecting Main Street's financial interests, and ensuring fundraising efforts benefit Main Street directly.
  - iii. Discussion on opportunities to expand brewery partnerships.
  - iv. Concerns raised about funds being distributed to outside charities, noting that Main Street Marshfield is a nonprofit. Main street is hosting the event and assumes all risk. The board discussed prioritizing fundraising efforts that directly support Main Street Marshfield initiatives.
  - v. Craft show and Car show – started drafting written agreements
- b. Awards Night Final Details – Secured sponsorships for \$2,150
  - i. Approximately \$2,150 allocated entirely toward awards and event expenses
  - ii. Efforts made to reuse materials annually to control costs
  - iii. Approximately 70 RSVPs received
- c. Summer Concert Further Discussion
  - i. Early planning underway to continue the summer concert series
  - ii. Board discussed potential partnerships
  - iii. Biggest challenge has been planning and logistics
  - iv. Carter emphasized the importance of incorporating downtown businesses and gathering additional input
  - v. Vicki noted the financial benefits and impact on local businesses

**X. Adjournment**