



BOARD OF DIRECTORS MEETING MINUTES

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

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

Staff: Diane Gallatin, Carter Howe

Excused: Jill Lutz

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

No citizen comments were presented.

V. Executive Board Update:

a. Downtown Marshfield Community Fund

- i. The fund has been approved through the Marshfield Area Community Foundation. Initial investment of \$5,000.
- ii. Looking to establish a fundraising plan (e.g. capital campaign, sponsorship matches, etc.) early next year with a goal of raising \$25,000 over the next five years.

b. Board and Committee recruitment update

- i. Discussion held regarding committee recruitment and structure. Consideration given regarding James joining or switching from Design to Economic Vitality. Carter will connect with James, suggesting the possibility of quarterly attendance.
- ii. Discussion on increasing committee participation and engagement. EV, Org, and Promo are in need of more committee members. Design has enough members at this time. Suggestion for committee chairs to put together a "wish list."
- iii. Open board roles must be filled as soon as possible. Board members were asked to bring potential names to the next meeting.
- iv. Brief mention and discussion of AI. Carter explained the importance of an AI policy, and moving into the early stages of establishing an AI Policy.

VI. Executive Director Report – Carter Howe

a. Hub City days

- i. Successful meeting was held with Rodney and his associate Dustin.
- ii. Written agreements under development.
- iii. Continued discussions around communication structure and partnership expectations with clear communication regarding Main Street Marshfield as the direct beneficiary of Hub City Days.
- iv. Scheduled meeting for Brew Fest this month
- v. Visit Marshfield is partnering with Nicki Anderson to continue the summer concert series. Carter did mention that he'd like to see Main Street Marshfield involved in some capacity as well, board agreed. Marsha suggested the possibility of Third Thursdays moving to Fridays to overlap with the Friday night concerts.

b. Farmers Market

- i. Ongoing conversations with Co-op regarding market scheduling and collaboration.
- ii. Emphasis on the goal for the market is to benefit downtown businesses directly.
- iii. Discussion on Main Street Marshfield's capacity to take this on. Carter explained Main Street Marshfield would host the market and the Co-op would assist with logistics, staffing, vendors, etc. Co-op would like to see a Sunday market. The board's concern is majority of downtown businesses aren't open on Sunday. Suggestion of a possible Wednesday night market. Wednesday night market location would be the Plaza and Sunday market would be Pick n Save parking lot.
- iv. Board is ultimately in support but would like to finalize logistics.

c. Marketing Workshop

- i. Discussion of marketing strategy including audience targeting and brand identity.
- ii. Focus on consistent messaging tied to downtown identity (e.g history, music/food, manufacturing healthcare, dairy industry, etc.)
- iii. Development of updated event specific logos and seasonal branding.
- iv. Exploration of social media engagement strategies and storytelling. Possibility of increased marketing as a nonprofit.

VII. Committee Updates & Approval of Meeting Minutes

- Board Meeting – 2.4.2025
- Design Committee – 2.12.25
 - Vicki is the new chair for design, update on public works meeting, and potential mural project (Walldogs, target 2028).
- Economic Vitality Committee – 2.12.25
 - Continued need for additional members, focus on data collection related to property renovations and business development
- Organization Committee – 2.11.25

- Promotion Committee – 2.10.25 –

Danielle makes a motion to approve above board and committee meeting minutes, Paul seconds, motion passes.

VIII. Financial Report – Treasurer Paul Knoff

- a. Income (11%) and expenses (14%) remain aligned with approved budget.

VIV. Other Business

a. Communication & Events Coordination

- i. Discussion regarding shared calendar for all downtown and plaza events.
- ii. Emphasis on improving communication and consistency. Erin suggested text communication (e.g. “Top 5 things to do this weekend”)

b. Hub City Days Updates

- i. Car Show, Brew Fest, and Craft Show updates discussed
- ii. HCD Taskforce Update – continued planning and coordination with partners

c. Summer Farmers Market

- i. Potential partnership with Marshfield Farmers Market Co-op

d. Main Street Wisconsin Accreditation – Errin Welty WEDC

- i. Overview of Main Street Accreditation requirements was presented.
- ii. Committee Structure recommendations were discussed, including potential formation of a separate grants committee and alignment of responsibilities. (add in working groups)
 - Org: marketing, fundraising, volunteer coordination and story telling
 - EV: Business training, merchant meetings, lunch and learns, merchant marketing, and tracking market data
 - Promo: events
 - Design: banners, flowers, building owner assistance, design assistance
- iii. Available support resources were reviewed, including:
 - Business training workshops and town hall resources
 - Façade funding and microgrant opportunities
 - Mural guidelines
 - Webinar opportunities and communication tools (newsletters and social media)

e. Marketing, Volunteer Engagement & Capital Campaign

- i. Discussion included strategies for increasing volunteer engagement and strengthening marketing efforts.
- ii. Example ideas were shared, including interactive and educational activities such as:
 - Volunteer Quizzes (“What kind of volunteer are you?”)
 - “History Minute” features
 - Live surveys

- Experiential events highlighting local history (e.g. themed tastings or demonstrations like beer walk “drinking in history” or “old fashioned sample and history”)

Adjournment