



BOARD OF DIRECTORS MEETING AGENDA

April 1st, 2026 | 7:30 a.m.

Present: Ben Bauer, Rhonda Urlaub, Jill Lutz, Ashley Fredrick, Vicki Tracy, Jenna Hanson

Staff Present: Carter Howe, Diane Gallatin

Excused: Isabelle Grethen, Paul Knauf, Danielle Winer, Marsha Bushman

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

None

V. Executive Board Update:

- Board and Committee recruitment update
 - New board member to approve this meeting
 - New committee members are joining
 - o Leta Gribble – Promotion or EV
 - o Tony Cowan (Locker Room) – Org
 - o Sierra Van Rexel moving to Promotion
 - o Recruiting being done for a few more
- Vice President Update
 - Danielle dealing with work responsibilities due to greenhouse collapse; will be taking a leave
- Strategic Planning
 - Discussed facilitators
 - Will work on milestones and next steps
 - Can work with board on ideas and alignment in the meantime
 - Others working on strategic plans as well (City)
 - Carter is on strategic meeting with MACCI, Visit, City, UWSP, Midstate and will continue to use as resource to ensure no duplication and sharing of resources

Main Street Marshfield, Inc.

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VI. Executive Director Report – Carter Howe

- Marshfield Farmers Market Cooperative: (Diana from Coop is present via Zoom)
 - o Discussion to restructure Tuesday market to a Wednesday night or Sunday market at Wenzel Plaza
 - o Goal for Main Street is to drive business to downtown
 - o Need to vote on moving forward with partnership with Marshfield Farmer's Market Cooperative using Main Street's license to host a farmer's market at Wenzel Plaza
 - § 2-3 months to get it going; starting July/August
 - § Main Street would need to change address on license
 - § Goal is to start it and learn with full year in 2027
 - § Marshfield Farmer's Market Cooperative will work with vendors and provide event management
 - § Cost to Main Street is \$1000 to pay Market Manager \$75/day
 - § Discussion of need to have partnership paperwork developed
 - § Discussion of insurance, state guidelines, costs, etc.
 - § Coop vote on April 14 for day of week, then need to go to Park and Rec, and then Common Council; Main Street will do an e-vote to keep this project moving
- Welcome Back and Revitalization Grants have some applicants
 - o Some applicants and some interest
- Carter on vacation then will be back a few days then going to Tulsa for Conference
- Scholarship for international downtown conference May 14 in Madison
- Working on Annual Report
- Hub City Days updates
 - o Working on car show with Rodney – starting fliers
 - o Drone show interest – Carter is meeting to learn more
 - o Brew Fest – support needed for Brew Fest; discussion of contacting vendors and how the board can help; goal is 20
- MidState on Main – partnership – working with Sierra to have classes outside the classroom downtown
- Request for Mad Market Days

- WEDC Awards in Wausau – recognized for 35 years
- Question on Ribbon Cuttings
 - o Follow MACCI calendar
 - o Try to attend downtown ribbon cuttings
 - o Carter offers to speak; last few Carter has not been invited to speak
 - o Discussion of partnership with MACCI

VIII. Committee Updates & Approval of Meeting Minutes:

- Board Meeting - **3.4.2026**
- Design Committee - **3.11.26**
- Economic Vitality Committee - **3.12.26**
- Organization Committee - **3.11.26**
- Promotion Committee - **3.10.26**
 - Vote for approval of meeting minutes:
 - o Motion: Ashley Fredrick
 - o 2nd Rhonda Urlaub
 - o Motion passes

VIV. Financial Report – Treasurer Paul Knoff (absent; update given by Ben Bauer)

- Received BID money, accounts receivable in line, endowment is listed
- Discussion of safeguards, check signing, and best practices
- Discussion of Hub City Days and protocols for cash
- Updating signers on accounts in accordance with bylaws
- Consider regular audit, bimonthly bookkeeper

VX. Other Business:

- Marshfield Farmers Market Partnership **(discussed during Director report)**
 - i. Wednesday Night or Sunday Market in Wenzel Family Plaza
 - ii. Review details
 - iii. Consider agreement of partnership
- Hub City Days Updates **(discussed during Director report)**
 - i. Taskforce meeting review
 - ii. Brewfest updates

- Upcoming BID Meeting discussion
 - Working on annual report
 - Carter will reach out to learn historical information before his time
 - Discussion of running list of projects on website
 - Work with committees at meetings next week to learn ROI
 - Visits with BID board members
- Welcome Back Grant and Building Revitalization Grant discussion if needed **(discussed during Director report)**
- Discussion of new board member:
 - Motion to approve Krystal Bowman: 1st Vicki Tracy, 2nd Ashley Fredrick
 - Motion carries

Adjournment

Respectfully submitted by Jenna Hanson