



BOARD OF DIRECTORS MEETING MINUTES

May 6th, 2026 | 7:30 a.m.

Present: Paul Knoff, Jill Lutz, Danielle Winer, Jenna Hanson, Isabell Grethen, Crystal Bowman

Staff Present: Diane Gallatin, Carter Howe

Excused: Marsha Bushman, Ashley Fredrick, Vicki Tracy, Rhonda Urlaub, Ben Bauer

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. Board Updates – Crystal officially joined the board and will also serve as Economic Vitality Chair

VI. Executive Board Update

- Recent BID Board meeting was successful
- Positive feedback received – strong appreciation expressed for Carter's efforts
- Continued focus on maintaining strong relationship with BID
- BID is currently seeking a new chair
- Ongoing emphasis on relationship building efforts

VII. Executive Director Report – Carter Howe

- Welcome Back recipients:
 - Two projects awarded
 - Included: locker room wheelchair ramp and Off the Wall back entrance
 - \$4,000 in matching funds awarded
- Building Revitalization Program:
 - Application window closed
 - Six applicants
 - Design Committee to review applications next week
- Planning a Liquor Law Town Hall (June or July tentative)
 - Marshfield has exhausted liquor licenses
 - Carter working with legislators on potential resolutions
 - Letters of support may be helpful
 - Plan to involve legislators and corporate partners
 - Goal: unified backing from small businesses and corporations
- Carter to attend Main Street Now Conference (Tulsa)
 - Board members encouraged to consider attending next year

Main Street Marshfield, Inc.

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- Carter has completed 15 training sessions
- Focus on collecting and organizing current data first (CRM-style approach)
 - Historical data to be added over time
 - Possible outreach to Mid-State Technical College or NHS students for data support
 - Danielle and Paul volunteered to visit businesses and collect historical stories
- Marketing: Emphasis on storytelling for:
 - Annual report
 - Social media
- Monthly collaboration meetings continue with Partners
- Potential fundraising event: Golf tournament

VIII. Committee Updates & Approval of Meeting Minutes: No quorum for approvals

- Board Meeting – **4.1.2026**
- Design Committee – **4.27.26**
- Economic Vitality Committee – **4.9.26**
- Organization Committee – **No meeting**
- Promotion Committee – **4.21.26**

IX. Financial Report – Treasurer Paul Knoff

- Expenses 23% of budget YTD.
- Total income 9% higher than this time last year

X. Other Business:

- Marshfield Farmers Market Partnership
 - Proposal to move forward with Sunday market at Wenzel Plaza
 - No financial contribution from Main Street Marshfield
 - Costs to be covered through vendor fees
 - Awaiting response (expected mid-month) before next steps
 - Partnership agreement to be considered
- Hub City Days Updates
 - Car Show
 - Working with Rodney
 - Significant amount of sponsorships
 - On track
 - Craft Show
 - Planning progressing well
 - Brewfest
 - Three Breweries confirmed
 - Additional Breweries needed
 - Volunteers
 - Additional volunteers needed – sign up
- Other Updates
 - Adopt-a-Parking Lot

- Potential Garden Club involvement
- Sponsorship opportunities

XI. Adjournment

