



BOARD OF DIRECTORS MEETING MINUTES

June 3rd, 2026 | 7:30 a.m.

Present: Paul Knoff, Jill Lutz, Danielle Winer, Isabell Grethen, Krystal Bowman, Ben Bauer, Marsha Bushman, Ashley Fredrick, Rhonda Urlaub

Partners: Kaelie Gomez, Jody Geurink, Denise Sonneman

Staff Present: Diane Gallatin, Carter Howe

Excused: Vicki Tracy, Jenna Hanson

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

VI. Executive Board Update

- Town Hall planning discussions continue
- Wood County CEED grant opportunities were discussed

VII. Executive Director Report – Carter Howe

- Attended the International Downtown Association conference in Madison.
- Strong focus on policy and advocacy efforts that are directly impacting local downtown districts which prompted the resolution for Weinbrenner. Draft resolution regarding the future of the Weinbrenner property was presented for consideration.
- Reviewing organizational policies, procedures, board and committee structures.
- Bylaw updates are being explored.
- City of Marshfield hired a new Event Coordinator, Tim P., who began approximately two weeks ago.
- Continued participation in Business After 5, Chamber Breakfast, and other events
- Strategic partnership meetings are going well
- Restaurant recruitment and retention efforts remain a priority.
- Mid-State Technical College is partnering with local businesses to host classes downtown, with schedules expected to be finalized in mid-July.
- Hub City Days promotion includes ten billboards sponsored by Visit Marshfield.
- Welcome Back grant projects have been announced.
- Building improvement projects continue, with Welcome Back and Building Revitalization Grant projects being approved

Main Street Marshfield, Inc.

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VIII. Partner Updates:

Council Update

General Update

Parks & Plaza Update

Police Department Update – Jody Geurink

- Discussed complaints regarding electric bikes and scooters
- City officials are reviewing enforcement options and potential ordinance updates
- Homelessness concerns continue, primarily involving individuals sleeping in vehicles
- Confirmed plans regarding road barriers

MACCI Update – Denise Sonneman

- Dairyfest was successful
- Geofencing reports will be available later this month
- Leadership Marshfield applications will be released soon
- Upcoming events include Business After 5 and the Chamber Golf Outing
- Summer programming is generally slower

Visit Marshfield Update

Community Foundation Update – Kaelie Gomez

- Scholarship season is wrapping up
- Applications continue to trend downward nationwide
- Outreach efforts are increasing through local schools
- One application remains available for more than 70 scholarships
- Ava Conrad is serving as a summer intern
- Discussed childcare cost-sharing opportunities and workforce retention strategies
- Ongoing partnerships support student meal balances and educational programming

IX. Committee Updates & Approval of Meeting Minutes:

Motion by Rhonda, second by Jill, to approve meeting minutes as presented. Motion carried.

- Board Meeting – 5.6.2026
- Design Committee – 5.13.2026
 - Grant program activity continues
 - Justin Casperson joined committee
 - Adopt-a-parking lot initiative progressing
- Economic Vitality Committee – **No meeting**
- Organization Committee – 5.13.2026
 - Hub City Days planning is on track
 - Tony (Locker Room) has joined the committee
 - Volunteer participation remains strong
 - Proposal for Golf Outing in collaboration with Locker Room
 - Endowment discussions continue
 - Town Hall event will proceed regardless of legislative attendance
- Promotion Committee – 5.12.2026

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- Hub City Days posters approved
- Cierra will serve as committee chair

X. Financial Report – Treasurer Paul Knoff

- January through May income totals approximately \$127,000, representing 63% of budget
- Expenses total approximately \$60,000, representing 30% of budget
- Total assets currently stand at approximately \$133,000
- Several significant expenses are anticipated during the upcoming event season

XI. Other Business:

- Marshfield Farmers Market Partnership
 - Co-op wishes to move forward with a Sunday Farmers Market at Wenzel Plaza.
 - Main Street Marshfield would host the market under its insurance and licensing.
 - Main Street would assist with promotion and vendor carts.
 - The Co-op would coordinate vendors and gather required compliance documentation.
 - Proposed market season would run from mid-July through the end of August.
 - Carter will present the proposal to Parks and Recreation before advancing to City Council.
 - Discussion included the keeping the splash pad running during market operations and minimizing impacts on neighboring businesses (trash, etc.)
 - Would like to see a night market in the future

Motion by Danielle to approve the Farmers Market agreement pending any changes requested by the Co-op which would require an email vote if necessary. Second by Paul. Motion carried.

- Hub City Days Updates
 - Planning remains on track
 - Additional sponsorships are needed for Brewfest and the Bike Cruise
 - Organizers continue recruiting breweries, with a goal of approximately ten
 - Entertainment and event layouts continue to be finalized
 - Backup plans were discussed if brewery participation remained limited (ex. Have splashpad running)
- Main Street Golf Outing
 - Proposed golf scramble would serve as a fundraiser benefiting the Main Street Endowment Fund.
 - RiverEdge and The Locker Room would manage much of the logistics.
 - Discussion included sponsorship goals, raffle prizes, event budget, transportation, and liability considerations.
 - Carter and the Organization Committee will continue refining event details.

Potential approval to be brought forward through e-vote once final details are available.

- Weinbrenner Resolution
 - Discussion centered on redevelopment opportunities for the Weinbrenner property, including affordable housing development.
 - Estimated demolition costs and potential economic benefits of redevelopment were reviewed.

- Increased downtown residency was identified as a significant opportunity to support local businesses.

Motion by Danielle, second by Ashley, to submit the proposed Weinbrenner resolution to City Council. Motion carried.

XII. Adjournment

