

Attendees

- Ben (chair), Carter, Ashley, Danielle, Paul, Krystal, Rhonda, Jenna, Vicki, Marsha
- Also present: 2 from fire dept., police, Parks and Rec, MACCI
- Called to order 7:30 AM; adjourned 8:47 AM

Partner Updates

- **Parks and Rec:** Plaza Series wrapped; last concert Friday
 - 4 of 8 concerts weather-impacted: 3 moved to Chestnut Center, 1 consolidated
 - Outdoor concerts averaged 250 attendees; indoor ~100
- **Police:** Dunk the Council raised \$800+ for United Way
- **Fire:** Built out IEPs for each event; first time attending this meeting
- **Streets (Tim):** Attended Hub City Days; observed some safety deficiencies firsthand
- **Visit Marshfield (Danielle):** Purchased Market on 6th building; working on renovation design
 - Pilch and Barnett marketing launching new video campaign, similar to last year's shorts
 - New "Local Loves" segment: community members sharing favorite local spots for visitors

Hub City Days Recap (Carter)

- Estimated 10,000 attendees; WEDC geofencing request pending for demographics
- Overall feedback positive; smoother than last year
- Key metrics:
 - Net income ~\$24,000 (some expenses/income still pending, including payroll); in line with prior years
 - 551 cars registered (via Vault Hire)
 - Beer sales ~\$12,000; sponsorship book ~\$10,000
 - Roof Fest (ticketed beer event): 85 tickets, ~\$2,700 net income
- Highlights: minimal business complaints; great plaza coordination; car show ran smoothly with minimal Main Street labor
- Negatives: very labor-intensive (Carter and Diane both worked ~22-hour days); long list of minor tweaks for 2027
- Carter doing business walks later this month with pointed survey questions per business

Hub City Days: Safety and Logistics Feedback

- **Barricades being moved** (mostly during car show) and not replaced, creating hazards
 - Need volunteer monitors at key intersections, north and south sides
 - Bring Rodney Felts into street closure and fire discussions for 2027 planning
 - Written agreement with Rodney and his team is critical; handshake arrangement not sufficient
 - His family/daughter historically easier to work with; get them to the table
- **Car show ran past permit** (permit said 3 PM; cars still arriving at end)
 - Need clearer entry/exit strategy with designated points and volunteers at each
 - Extend permit time to build in buffer; bake awards ceremony (~2 PM) into the timeline
- **Friday street closure** happened closer to noon instead of documented 4 PM
 - Caused confusion for businesses; streets crew comes in at 1 PM Fridays
 - For 2027: communicate actual closure time clearly on flyers and to businesses
- **EMS access blocked** by parked cars; need to keep at least one lane passable for ATV/UTV
- **Crosswalks** were blocked; need to keep them open for business access
- **Cooling trailer** underutilized; question whether it's worth the expense if unstaffed
- **Water feature** in the plaza was a major hit; include specific hours in advance planning

Executive Committee and 2027 Planning

- Hub City Days Friday night concert: Parks and Rec can handle top-to-bottom (booking through logistics), reducing Main Street labor
- **Central Avenue closure on Friday:** question whether it's needed at all
 - No programmed activity on Central this year; businesses prefer it open for Friday fish fries, etc.
 - If nothing is planned on Central, no reason to close it; keep as board-level 2027 decision
- **Business access during car show:** identify which businesses are open and ensure they aren't blocked
 - Provide that list to Rodney; set ground rules (height limits, no blocking open storefronts)
 - Rocky Road Boutique corner was completely inaccessible; documented with photos
- **Hub City Committee:** needs to actually form; attendance at planning meetings should be a requirement
- **Volunteer strategy:**
 - Wesley United Methodist Church congregation handled garbage on Saturday; worked extremely well
 - Model: assign tasks to partner orgs/businesses as a sponsorship opportunity
 - Board should play administrative/oversight roles, not be lead day-of volunteers
 - Carter and Diane should not be covering every operational task; delegate more
- **Notes and photos:** create a master shared document organized by area/category for ongoing input

Director's Report and Organizational Updates

- **Thank-you notes** going out to sponsors; car show book thank-yous this week
- **BID board meeting (July):** draft operating plan submitted covering bylaw updates, conflict of interest policy, social media policy; well received
 - New BID president: Ryan Miller; VP: Ann Dieringer
 - Feedback consistent: need clearer written policies and communication
 - Operating plan process should start in April/May going forward, not during Hub City Days crunch
- **Community Foundation grant:** applied for \$5,000 for vision and policy work; follow-up call received Monday; decision expected within a couple of months
- **Consultant:** initial conversation with Midstate consultant; more info incoming
- **Farmers market:** going well; Sunday mornings, 300–500 people, 12–16 vendors
 - Push for a night market in 2027; considering a winter market at Holiday Inn instead of community center
- **Golf outing:** street closure conditionally approved; traffic control plan in progress; at ~20% of sponsorships and teams; Brad has been very helpful
- **Historic Preservation Commission:** Carter now attending meetings; relevant to upcoming design guideline updates
- **Community Development Director (City of Marshfield):** position not yet filled; 25 applicants, most ever, many from out of state
 - Role is critical for economic development and business relationships
 - Main Street has been invited to lunches and involved in hiring process

Financial Report (Paul)

- Income Jan–July: \$157,319 (77.4% of annual budget)
- Expenses: \$120,712 (60% of budget)
- Year-to-date net income: \$3,606.58 (vs. \$1,619 budgeted)
- Income ~\$800 higher than same point last year; expenses ~\$19,000 higher (Hub City Days not held last year)
- Net income down ~\$18,045 (33%) vs. last year
- Current assets: \$104,624 (checking: \$98,924.66)
- Note: ask Paul to send over bullet summary of financials

WEDC Summit and Other Business

- **WEDC Summit:** Eau Claire, September 30–October 1
 - Key economic development players, workshops, seminars, governor/secretary of state often present
 - Registration: \$60 plus hotel; Carter planning to attend

- Board members interested in joining should let Carter know; decision on attendance based on budget and role alignment
- **Committee minutes:** approved with exception of EV committee (Vicki and Paul); EV minutes to be approved in August
- **Mural update:** mural on Marsha's building is up and looks great
 - Idea raised: follow Neillsville/Sun Prairie model of annual "Mural Fest" weekend, adding 2–3 murals per year with community participation

Next Steps

- **Conduct business walks and post-event survey (Carter)** Pointed questions per business to gather Hub City Days impact data and inform 2027 planning.
- **Bring Rodney Felts and family into 2027 street closure and fire planning meetings** Formalize a written agreement covering barricade rules, car show entry/exit, and permit timing.
- **Establish a Hub City Committee with required attendance** Committee should oversee planning end-to-end; non-attendance should have consequences.
- **Create a master shared document for Hub City Days notes and photos** Organized by area or category so all feedback is captured and usable for 2027 planning.
- **Send thank-you notes to car show sponsors this week** Event sponsor thank-yous mostly done; car show sponsorship book is next.
- **Start BID operating plan process in April 2027** Avoid overlap with Hub City Days crunch; bring all stakeholders to the table earlier.
- **Confirm WEDC Summit attendance and coordinate board interest (Carter)**
- September 30–October 1 in Eau Claire; \$60 registration. Interested board members to flag availability.

Respectfully submitted by Marsha Bushman