



## **BOARD OF DIRECTORS MEETING MINUTES**

Wednesday, September 6 | 7:30am

**Board Presence:** Ryan Dieringer, Kelly Korth (via phone), Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jill Lutz, Amy Krogman, Marsha Bushman, Ashley Fredrick, Vicki Tracy

**Ex-Officio Presence:** N/A

**Staff:** Diane Gallatin, Kaelie Gomez

**Excused:** Jacob Nyen

**Unexcused:** N/A

- I. **Call to order** – President Brad Remmen
- II. **Recitation of the mission statement**
  - a. *“Our mission is to energize and strengthen Downtown Marshfield.”*
- III. **Recitation of the downtown Marshfield brand promise**
  - a. *“Downtown Marshfield is the premier gathering place for county residents, supporting authentic local experiences in a unique setting.”*
- IV. **Public Comment Period** – no comments
- V. **Regional Career Path Grant Presentation – Pathways Wisconsin**
  - a. Career Readiness is the goal – students to be ready after graduating from High School
  - b. Academic and Career Planning (ACP)
  - c. Survey through DPI - showed that most students learn about career readiness activities from teachers, but they go to their families to help.
  - d. RCP has expectations for schools that they have technical courses, FFA/FBLA, industry backed certification, apprenticeship, College credit opportunities
  - e. Presented pathways that are available in North-Central Wisconsin
  - f. There are a regional vs. local career pathways
  - g. Kaelie will share presentation, any questions the board has + contact information
- VI. **Committee updates**
  - a. Design Committee
    - i. Revisited planters + lights
    - ii. Working on sculptures for downtown
    - iii. Made plan on next step, will get approval hopefully soon about lights

- iv. Continuing to enforce PROW
- b. Economic Vitality Committee
  - i. No update
- c. Organization Committee
  - i. Recap on Hub City Days
    - 1. Financials were mostly on track, but lower attendance
    - 2. Discussed marketing + how to increase attendance
  - ii. Discussed redesign of website
  - iii. Beer Walk changed to October 28<sup>th</sup>
  - iv. Wanting to support those impacted by the fire in War Room
- d. Promotion Committee
  - i. Formal request from Mode de Vie to pumpkin promenade
    - 1. Discussed the challenge of having businesses come down to the plaza
    - 2. Will circle back to Mode de Vie about the event staying very similar to previous year
  - ii. Will increase signage for specific events to promote traffic on + off of central
  - iii. Continuing to work on funding/grants for National Fitness Court

VII. **Approval of Main Street Marshfield Meeting Minutes**

- a. Board Meeting – August 2nd, 2023
- b. Design Committee – August 22nd, 2023
- c. Economic Vitality Committee – *No July meeting*
- d. Organization Committee – August 22nd, 2023
- e. Promotion Committee – August 15th, 2023

*Motion to approve Main Street Marshfield Meeting Minutes by Marsha, second by Amy, motion carries*

VIII. **Executive Director Report** – Executive Director Kaelie Gomez

- a. Newsletter went out with fall + holiday events
- b. Supporting businesses on third street fire
- c. Will host READY group, public/private partnership
- d. Website re-design proposal from Exclamation
  - i. *Motion by Marsha to approve, second by Vick to shift web hosting to Exclamation, along with new services and will trade for presenting sponsorship for Movies in the Plaza for 3 years, motion carried*
- e. Cabin Fever Run
- f. Continuing to work with façade program for Miller Building, potential new interior build for new location of Hub City Ice Cream

IX. **Financial Report** – Treasurer Jake Nyen

X. **Other Business**

- a. Discussed keeping tighter meetings - will adjust at next meeting

XI. **Recommend items for future agenda**

XII. **Adjournment**