



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, December 4th, 2024 | 7:30am

Board Presence: Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Marsha Bushman, Vicki Tracy, Jill Lutz, Ben Bauer, Ashley Fredrick, Isabell Grethen

Ex-Officio Presence: Kaelie Gomez, Steve Barg, Jody Geurink, Nicki Anderson

Staff: Diane Gallatin, Ben Rauen

Excused: Jake Nyan, Ryan Dieringer

Unexcused:

- I. Call to order** – President Brad Remmen
- II. Public Comment**
- III. II. Recitation of the mission statement**
 - a. *“Our mission is to energize and strengthen Downtown Marshfield.”*
- IV. 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.”*
- V. Committee Updates & Approval of Meeting Minutes**
- VI. City of Marshfield Updates**
 - a. Council Update
 - i. Wine walk on Saturday
 - ii. Taxes are coming out
 - iii. Parade is this Thursday
 - b. General Update – Steve Barg
 - i. Scott Koran has now joined council
 - ii. Even number districts are up for election
 - iii. Public Works director has resigned
 - iv. 2025 Budget has been prepared, 2.5% increase for the city
 - v. Small Business Marketing grant was approved by council
 - vi. Continuing to work on relocating the police department, will demo the Baltus meeting
 - vii. 2nd Street corridor work is continuing, developers will be touring later this week
 - viii. Council will be working on 2025 strategic plan in the new year
 - ix. Building Revitalization grant will be put on hold for 2025 to focus on the 2nd street revitalization
 - c. Police Report – Jody Geurink
 - i. Police department is determining what to do with the existing building
 - ii. Department is fully staffed
 - iii. Currently getting ready for the parade
 - d. Parks + Plaza Update – Nicki Anderson
 - i. Tree lighting will be after the parade
 - ii. Pickle Pond will not be running the warming house this winter
 - iii. Continuing to prepare for cabin fever run
 - iv. Sponsorship is open for the Hub City concert series
 - v. Vandehey passes are now available for next year
- VII. Marshfield Area Chamber of Commerce and Industry Update** – no update
- VIII. Marshfield Area Community Foundation Update** – Kaelie Gomez
 - i. Community grants will be open in the new year, Main Street should apply, next round will be in July

- IX. Visit Marshfield Update – Al Chaney – no update**
- X. Community Updates and Approval of Meeting Minutes**
 - a. Board Meeting – November 6, 2024
 - b. Design Committee – November 13, 2024
 - i. Sign placement for adopt a parking lot
 - ii. Discussed sculptures
 - iii. Will be paying attention to plowing for winter so sculptures will not be damaged
 - iv. Window display contest submissions are due Friday
 - v. Developing plans for dumpsters
 - c. Economic Vitality – N/A
 - i. Ben and Marsha took a walk for potential for upper units downtown
 - ii. Marsha discussed with council person about property arbitration program
 - d. Organization Committee – November 13th 2024
 - i. Parade walk is Thursday, Wine Walk is Saturday
 - ii. Ben and Brad discussed other options for funding of Main Street
 - iii. January 23rd is Awards Bash, will likely be at the second street community center
 - e. Promotion Committee – November 12, 2024
 - i. Went over holiday parade, discussed wine walk + met with vendor, good on pourers
 - ii. Touched on Boson fest – Main Street will facilitate bar
 - f. Motion to approve above minutes by Rhonda, second by Ben, motion carried*
- XI. Financial Report – Treasurer Jacob Nyen**
 - a. Positive \$16,000 for the year, will sit above break even this year
 - b. Small Marketing grant will allow 6 businesses to participate this year
- XII. Executive Director Report – Ben Rauén**
 - i. Business Visits have been sprinkled in throughout the downtown
 - ii. Happy that small marketing grant went thru
 - iii. Planning awards bash
 - iv. Planning a sponsorship packet for businesses
 - v. Continuing to work on business property guide
 - vi. Will be meeting with WEDC for grant information for businesses
 - vii. Went to rotary last month + introduced himself
 - viii. Orientation for Main Street will be in February
- XIII. Board Nominations for Executive Team**
 - a. Jake will be stepping off the treasurer, but will remain on the board
 - b. President – Ashley nominated Marsha to be board president, Ben will discuss with WEDC about the potential of conflicts of interest with Marsha being a president,
 - c. Vice President - Vicki will continue
 - d. Treasurer – Vicki will ask Ryan about stepping into this role
 - e. Secretary – Danielle will continue
 - f. Danielle will talk to Paul Knoff, Vicki will talk to Dani Anderson about joining board
 - g. Other options for committees - Brian Ottman, Sierra Van Rickel
 - h. Ben will start email chain about WEDC's recommendations and voting for 2025 offices
- XIV. Other Business – none**
- XV. Adjournment**

Executive Committee

- discussed board nominations
- Brad will be available as liaison, as past president, to answer questions about financial history