



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, April 3, 2024 | 7:30am

Board Presence: Ryan Dieringer, Jenna Hanson, Brad Remmen, Rhonda Urlaub, Danielle Winer, Jacob Nyen, Marsha Bushman, Vicki Tracy, Jill Lutz, Ben Bauer, Ashley Fredrick

Ex-Officio Presence: Lois TeStrake, Nicki Anderson, Denise Sonnemann, Stacey Schultz, Al Chaney (by phone)

Staff: Diane Gallatin, Kaelie Gomez

Excused: Amy Krogman

Unexcused:

- 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. **Partner Updates**
 - a. **City of Marshfield**
 - i. Council Update – Mayor Lois TeStrake & Council Representative
 1. Yellowstone Groundbreaking on April 1
 2. Election results - will work to prepare new officers for school board + council
 3. Mayor is looking for new folks to join city boards
 - ii. General Update – City Administrator Steve Barg
 1. City and the clinic has reached an agreement
 2. Carrie Edmonston has resigned and the city will work to fill the position
 - iii. Police Department Update - Police Chief Jody Geurink - no update
 - iv. Parks Update – Parks & Recreation Event Program Coordinator Nicki Anderson - no update
 1. Summer programming has been scheduled for the plaza + zoo
 2. Hub City Concert Series is fully booked
 3. Guide is out for parks and rec + enrollment is live
 4. Pool will open the second week of June
 5. Cabin Fever went very well this year
 - b. **Marshfield Area Chamber of Commerce & Industry** – MACCI Executive Director Denise Sonnemann
 - i. Continuing to work with business for hiring
 - c. **Marshfield Area Community Foundation** – MACF Executive Director Stacey Schultz
 - i. Scholarships deadline has passed, now working through applications
 1. They give out about 100
 - ii. Gave our second good heart award to high school senior will be announced tomorrow
 - iii. Discussion about bringing a Boys and Girl Club in town - goal would be to open this fall
 - d. **Visit Marshfield** – Visit Marshfield Board President Al Chaney
 - i. Grants application process is open - folks can apply on their website
 - ii. Best of Marshfield will open in May
 - iii. New billboards will be going up - HWY 29 + HWY 39
 - iv. Banners will be refreshed
 - v. Badger State Games are coming to Marshfield High School - gymnastics
- V. **Committee Updates & Approval of Meeting Minutes**

- a. Board Meeting – March 6th, 2024
- b. Design Committee – March 12th, 2024
 - i. Discussed sculptures + determining how to secure them
 - ii. Adopt-A-Parking lot program is live for sign ups
- c. Economic Vitality Committee – March 13th, 2024
 - i. Grant updates - façade grant is on hold, waiting for approval by EDB
 - ii. Small Business Marketing Grants are open for enrollment
 - iii. Welcome Back grants will be live soon
 - iv. Looking to impact 5 downtown buildings that Main Street make a large impact
- d. Organization Committee – March 13th, 2024
 - i. Planned Town Hall with property owners
- e. Promotion Committee – March 13th, 2024
 - i. Finalized billboard design
 - ii. Third Thursdays details determined (retail parameters won't be as stringent)
 - iii. Discussed social media boosted post copy
- f. *Motion to approve meeting minutes by Ryan second Vick, motion carried*

VI. **Adjourn to closed session**

VII. **Financial Report** - Treasurer Jacob Nyen

- a. Haven't received fund from the BID yet but that will be coming soon

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

- a. Kailey's Kandles is hoping to expand
- b. Woodland Play Café is working to find a space
- c. Main Street orientation - July 31st
- d. Main Street training - April 9th 8am - Economic Vitality
- e. Town Hall Meeting April 30th @ 8am
- f. Newspaper ad was published for Main Street thanking our partners
- g. Shared QR code scan counts
- h. Discussion of Main Street moving
 - i. MRB Real Estate Holdings, LLC has purchased Moneywise Building
 - 1. Will likely have a co-working space
 - 2. Offer spaces to rent upstairs
 - ii. Discussed reasons why this is a great move for Main Steet (reference Marsha's offer letter)
 - 1. Has storage, functional building, price is just a little higher but the best offer available, board rooms available for meetings, has great visibility
 - iii. *Motion for Main Street to move to 211 S Central Avenue by Vick second by Ryan, motion carried (Marsha + Ashley abstained from this vote)*

IX. **Recommend items for future agenda**

- a. Discussed Wine Walk scheduling, we will keep it the same first weekend in December 7th
- b. Kaelie expressed wanting more assistance on Small Business Saturday

X. **Adjournment**

Executive Committee Meeting Minutes

- Discussed presentation + details for the BID request for BID tax increase
- Discussed Façade grant details