



BOARD OF DIRECTORS MEETING MINUTES

Thursday, August 8, 2024 | 7:30am

Board Presence: Ryan Dieringer, Jenna Hanson (call in), Brad Remmen, Rhonda Urlaub, Danielle Winer, Jacob Nyen, Marsha Bushman, Vicki Tracy, Jill Lutz, Ben Bauer, Ashley Fredrick, Amy Krogman (call in), Isabell Grethen

Ex-Officio Presence Nicki Anderson, Denise Sonnemann, Jody Guerink, Brian Varsho

Staff: Diane Gallatin, Kaelie Gomez

Excused: Vicki Tracy

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
 1. Main Street Marshfield will present to the council in the next month
 2. Working on the budget for next year
 - ii. General Update
 1. Bathroom committee is not meeting for the Plaza
 - iii. Police Department Update
 1. Fully staffed now
 2. Determining if the new location will be at the Buffalo Building
 3. Hub City Days went well for security
 - iv. Park Update
 1. Hub City concert series had record turnout this year!
 2. A number of issues were resolved with the Plaza fountain
 3. Pickle ball courts are moving along, no finalized completion dates
 4. Last day for Vandehey Waters - August 20th
 5. No definitive decision have been made for the Plaza bathrooms
 - b. MACCI
 - i. Leadership Marshfield
 - ii. Chamber Caper is next week
 - iii. Boys and Girls club will be going into Mill Creek business park, plan to open next year in the old Date Flow building
 - c. Marshfield Area Community Foundation - no update, Kaelie will be departing Main Street + starting as Executive Director there
- V. **Committee Updates & Approval of Meeting Minutes**
 - a. Board Meeting
 - b. Design Committee
 - i. Continuing to work on the plant a parking lot, weeds downtown
 - c. Economic Vitality
 - d. Organization Committee - no meeting
 - i. Hub City Days went very well
 - e. Promotion Committee - no meeting

- f. Continuing to work on marketing plan with billboards, social media ads, branding photography will
- g. Welcome Back funds were release
- h. Holloweek and Beer Walk is next
- i. Will start plan for Small Business Saturday
- j. *Approval of committee + board minutes by Marsha, second by Jake*

VI. Adjourn to closed session

VII. Review WHEDA App: Rental Arbitration/Downtown Housing - Board Member Marsha Bushman

- a. This committee is trying to help secure funds to renovate upper units via grants
- b. If grant dollars would be acquired, the LLC would manage the property with reno, etc.
 - i. Management of the property would go out for BID
 - ii. Renovations would go out to BID, as well
- c. \$50,000 is the cap WHEDA , revitalization grant is \$40,000
- d. Motion to submit the grant application by Marsha on Main Street's behalf, by Jake, second by Isabelle
- e. Kaelie recommends that subcommittee be made for this on Economic Vitality Committee

VIII. Reminder of board duties - President Brad Remmen

IX. Hub City Discussion - Executive Director Kaelie Gomez

- a. Had great recap meetings with Feltz family - they were very happy with Hub City Days 2024
- b. Brad reminded board members to keep personal opinions to themselves about events, downtown businesses, etc. + to take any community concerns to the board, rather than having personal conversations
- c. Craft Show would like to signage to get people to their area
- d. Consider sending volunteer opportunities to larger employers so that we have more reliable volunteers
- e. Financials will be in soon, Kaelie will have it before she leaves
- f. One improvement would be organization of the street openings
- g. Additional responsibilities moving forward - see Hub City Days for 2025
 - i. Event Leads
 - ii. Amanda + Rodney are continuing to passionate about this event
 - iii. Notes for new Executive Director
 - 1. Diane has a wealth of information for all Hub City Days, Kaelie recommends utilizing + documenting her knowledge
 - 2. Kaelie recommends that we allow the new ED to be more flexible during the event to really see what is going on

X. Recommend Items for future agenda

XI. Adjournment

Executive Committee Meeting

- discussed procedure to hire new Executive Director