



## BOARD OF DIRECTORS MEETING MINUTES

Wednesday, March 5, 2025 | 7:30am

**Board Presence:** Vicki Tracy, Danielle Winer, Rhonda Urlaub, Jenna Hanson, Ben Bauer, Ryan Dieringer, Marsha Bushman, Jake Nyen, Isabell Grethen, Paul Knoff

**Ex-Officio Presence:** NA

**Staff:** Diane Gallatin, Ben Rauen

**Excused:**

**Unexcused:** Ashley Fredrick, Jill Lutz,

- I. **Call to Order**
- II. **Recitation of the mission statement**
- III. **Recitation of the downtown Marshfield brand promise**
- IV. **Executive Board Update**
  - a. Chair Roles
    - i. The chairs should be facilitating the board meeting
  - b. Executive Director should be the contact point for Main Street Marshfield and WEDC
  - c. Discussed possible New Committee Members
    - i. Amy Krogman will be joining org again
    - ii. Vicki will switch to Design, Jake will be going to Org
  - d. Discussed Board Membership + potential new members
    - i. We have one open seat
- V. **Committee Updates and Approval of Meeting Minutes**
  - a. Board Meeting 1.08.2025
  - b. Promotion Committee 1.14.2025
  - c. Board Meeting 2.05.2025
  - d. Design Committee 2.12. 2025
    - i. Isabelle's first meeting as a chair
    - ii. Window contest will be held seasonally from 2 times a year to 4 times a year
    - iii. See dumpster recommendations in the meeting the minutes
      1. This is not something that Main Street can take one, be a supporter of the city, subcommittee will get developed
  - e. Economic Vitality Committee 2.26.2025
    - i. No items voted on in the meeting
    - ii. Discussed workplan
    - iii. Upcoming grants need to be updated on the website, will make/update a shared spreadsheet
    - iv. Small business Marketing grant is open

- v. Will work with MACCI to start entrepreneurial packet on how to start a business
- vi. Rental Arbitrage subcommittee will be meeting soon, will update board with what the committee is asking for from main street board
- vii. Discussed hosting break out townhalls for building owners
- f. Organization Committee 2.12.2025
  - i. Immediate goal: Fill out the committee with members, ask individuals we can think of if they would be willing to join.
  - ii. Discussed fundraising – annual giving campaign
  - iii. Starting to plan for Hub City Days
- g. Promotion Committee
  - i. Discussion: Hub City Days Craft Show, should it be moved to the 100 block due to lack of traffic at the previous year's location?
    - 1. Recommendation: The committee recommends that the craft show be moved to the 100 block, and sends to the board for a virtual vote
    - 2. Need to continue to discuss where the tents will be
  - ii. Recommends that Parade gets moved to before thanksgiving again
  - iii. Will discuss downtown trick or treating date
  - iv. Discussed how marketing budget should be used

*Motion to approve the above committee minutes by from Jake, second by Ben, motion carried*

- VI. Financial
  - a. Wood County REDI expense
  - b. Sponsorships are coming in
  - c. Event money \$989.12 –Awards Bash Expense
- VII. Executive Director Report
  - a. Had great committee meetings
  - b. Had orientation last week with WEDC in Osh Kosh, great way to connect with other directors
  - c. Hub City Days – Ben asked that we consider where we'd like to volunteer this year
  - d. Continuing business walks once or twice a week
  - e. Vicki and Marsha offered idea that Main Street move down two offices
    - i. Considerations – working with Marsha to create a lease addendum, need to determine who would move the contents of the office, visibility of Main Street
    - ii. Vick discussed that she was the one that asked about moving offices, would like to continue to ability for “715” store to grow, there is a tenant considering doing a popup shop
    - iii. Jake asked if there would be any changes in the rent amount, Marsha said no
    - iv. Paul suggested not having a landline, VoIP system could be better
    - v. Marsha suggested more signage for Main Street, Ben B added that signage is in process
    - vi. Current lease is a 3 year lease
- VIII. Board Member Tracking
  - a. Board members were reminded to put trainings/meetings in the chat for tracking
- IX. Fitness Court
  - a. There was no voting/action from the city
  - b. Would need to be a brand new an application if we wanted to move forward with it again

- X. Hub City Days responsibilities – Jennas asked to take a look who is responsible for what so that timely planning can take place
- XI. Voting on office move
  - a. Discussed that Main Street should not incur expenses of this move, would like help physically moving, board is on board with what Diane + Ben would like
  - b. Ben will make a recommendation to the exec team, exec will make the final decision

#### Executive Meeting

- waiting on Ashley + Marsha commitment packets
- discussed location of the craft show – signage, prioritize the business downtown
- continuing to make social media library, board member + committee member of handbook
- Ben will reach out to Marsha for next Rental Arbitrage Committee meeting
- Public reporting is necessary BID agenda and minutes
- Ben is going to start of the main street facebook group again