Marshfield Convention & Visitors Bureau

Meeting Minutes – Oct. 30th, 2013.

Present:	Alderman Gary Cummings, Scott Koran, Cory Latourell, Al Chaney, Todd Diedrich
Absent:	Scott Koran –Excused, Larry Buffington
	McLean called the meeting to order at 12:37 pm.
Non Board Members Present	CVB Director Matt McLean / MACCI Executive Director Scott Larson

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I. Meeting Minutes

Motion made by Cummings, second by Diedrich to approve the minutes from Sept. 30th meeting

II. Financial Report

Financials from Sept. were reviewed. Motion by Diedrich,second by Latourell to accept the report.

III. Activity Report

McLean gave an overview of recent activity at the CVB.

IV. Maple Fall Fest Wrap Up

Approximately $10,129 in profit. Overall very positive feedback from vendors and the community. Advertising budget was higher in budget than previous years producing large crowds on Saturday.

V. Visitor Guide 2014

Visitor Guide Advertising is 2/3 sold and Ann D. and Branden will be selling more next week. Brief summaries of 4 planned articles for content were discussed.

VI. Winter Wonderland

Holiday Inn New Year's Eve event has been booked in partnership with Vox Concerts & The Holiday Inn to support Rotary Winter Wonderland. The CVB is supporting this effort with advertising and Gift bags for rooms booked at the Holiday Inn for the package. The CVB is also promoting the RWW event Heartfelt Holiday Weekend Dec. 13-14th to drive overnight stays in conjunction with Rotary Winter Wonderland.

VII. 2014 Marketing Plan Discussion: McLean presented an outline for a plan for 2104.

VIII. 2014 Winter Thaw Hockey Event

McLean presented info regarding Hockey, Curling, and Sled Hockey plans for event. McLean is waiting on info from MYHA to move forward.

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IX. FCA Sports

Mclean met with Weston Representatives and partnership for the event will not happen in 2014. FCA would like to do event in partnership with a Disc Golf Tournament in conjunction with an established Disc Golf organization. FCA is pursuing and will update CVB.

X. Electronic Sign update

Graphics received for updated signs. CVB board will recommend to MACCI Board that the CVB is interested in 2 36" Electronic Reader Board signs with graphics for the building. The CVB is contacting other sign companies for more bids to see if Stratford Sign's bid of $27,000 is comparable to others.

XI. New Business

-Sharon's has presented information regarding her case and the CVB will respond to the information presented.

The next meeting will be held on Wednesday, Nov. 20th at 12:30 pm at the Woodfield Inn

Motion by Diedrich, second by Latourell to adjourn the meeting at 3:10 pm.