

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – September 15, 2015 – Scotty's Pizza

Present: Scott Berg, Alderman Gary Cummings, Scott Koran, Todd Diedrich
Absent/Excused: Sandra Hanson, Al Chaney
Non-Board Members Present: CVB Director Matt McLean / MACCI Director Scott Larson / Minutes taken by Lyn Anderson
Guests: Wendy Barnett & Jeanie Klinke, Holiday Inn

McLean called the meeting to order at 11:30.

I. Minutes from August Meeting

Lyn read the following motion from the August meeting, which was inadvertently omitted from the minutes: ***Motion to craft a letter (to the City) stating that we will continue to operate within state statutes was made by Scott K., second by Scott B., and carried with five (5) YES votes, and one (1) NO vote.*** Scott L. noted a typo in the motion made in "VI" wherein Lyn (unsuccessfully) attempted to change Scott K.'s name to "Scoot."

Motion to approve the minutes from the August 18th Board Meeting, with additional Motion and typo correction as noted above, was made by Scott K., second by Scott B., and unanimously carried.

II. August Financial Reports

McLean reviewed the financial reports. In response to questions from Todd D., regarding items included in Maple Fall Fest, Visitor Guide expense, New Events and Community Promotion, McLean stated that Branden from Premier has a check for about \$4,300 for us, as Visitor Guide income. This check has taken a while due to difficulty in collecting receivables from advertisers. McLean also explained that "New Events" includes Small Town Baseball and the Bear Exhibit. Community Promotion also includes miscellaneous items. McLean will dig into our categories for further detail, and report at the next meeting. ***Motion to approve the August Financial Reports was made by Scott B., second by Scott K., and unanimously carried.***

III. August & September Activity Report/4 CVB Pillar Updates

McLean reported that he and Lyn have been really busy with Maple Fall Fest, and also that the Wisconsin Trappers were in town at the Fairgrounds this weekend. There were no additional questions or comments from the Board.

IV. Room Tax Discussion

McLean distributed copies of a letter he drafted with Todd D. and Scott K., reviewed key points, and discussed if this was the direction that we (the Board) wished to proceed. Todd D. requested that it be addressed and dated appropriately, and suggested that it be "presented" (with no additional discussion, i.e., distribute to Council members), and that we form that community committee to look for the "Next Big Thing." ***Motion to approve this letter, with minor changes as discussed, to present to the City Council, the Mayor and Steve Barg was made by Scott K., second by Scott B., and unanimously carried.***

V. Powerman Race opportunity

McLean reported additional information regarding this "biathlon" race. The company, based in Europe, has established itself in the U.S. in the last 5 to 7 years. Kenosha planned to run the first race in Wisconsin in June; however, the sheriff shut it down due to several logistic challenges. There would be approximately 200-300 racers, and it would be a qualifier for a race in Switzerland. McLean discussed it with Denny at the Sports Den, and he would be willing to take it on if it could be combined with the Hub City Days Biathlon, which would defeat our purpose of bringing an additional event to Marshfield. The event will also take place in the Spring, or early Summer, to increase activity during a slower time for tourism. It was suggested that we could hire someone to coordinate/manage the event. McLean will continue working on it for 2017, and the Board agreed that it wants more information.

VI. Bear Exhibit Naming Rights / Promotion

McLean announced that the CVB, the Zoo, and the City Council Board will all have a booth at Maple Fall Fest, and the public will be able to submit names for the bears at all three locations over the weekend, as well as on our Facebook page. We will be accepting suggestions for names for the next two or three weeks, and will then pick the top 6, which will be posted in an online survey for two weeks, with the public choosing their favorite. The new bear cub names will be revealed at the Saturday, October 24th "Welcome Party" for the bears, 1:00 pm at the Wildwood Zoo.

McLean also announced that we did receive the JEM grant for \$34,500 for our bear promotion, the “Kodiak Bear Adventure” which will entail over \$50,000 in advertising for the 8-week promotion in December & January. On November 19th, Stephanie Klett from the State Dept. of Tourism will be here for a special ceremony at the Bear Exhibit, which will be a big media event.

VII. Maple Fall Fest Update

Lyn reviewed final status on the Maple Fall Fest on Friday, Saturday & Sunday, and McLean passed around a sheet requesting members to sign up if they will be available at any time to help over the weekend. Although vendor participation is down this year, due to the large event competing with us at the same time, we have additional entertainment scheduled, and well placed billboards, so we are anticipating another successful event.

VIII. New Business

No new business we discussed at this time.

Meeting adjourned at 1:00 pm.

**The next meeting, with lunch provided, is scheduled for Tuesday, October 27, 2015,
at 11:30 am at _____**