

# Marshfield Convention & Visitors Bureau

Unofficial Board Meeting Minutes – July 26, 2016 – Hotel Marshfield

**Present:** Scott Berg, Todd Diedrich, Scott Koran

**Absent/Excused:** Al Chaney, Gary Cummings, Sandra Hanson

**Non-Board Members Present:** CVB Director Matt McLean, MACCI Director Scott Larson, Minutes taken by Lyn Anderson

**Guests:** Kathy Banks, Heinzen Printing, Wendy Barnett & Jeanie Klinkie, Holiday Inn, and 4 Boy Scouts (working on their community service badge) with their Scout Leader/Mom

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**McLean called the meeting to order at 11:30 AM. A quorum was not present, so no official business could be conducted. Noted: The four boy scouts attended the meeting as a Scout project, but they were asked to step out during Kathy Banks' presentation (#6) for confidentiality reasons.**

## 1. Minutes from the June Meeting

Board reviewed the meeting notes from the June meeting. **Motion to approve will be made at the August meeting.**

## 2. June 2016 Financial Reports

McLean reviewed the financial reports, and explained that the \$41,785 expense on our Balance Sheet was for bear marketing, and will be largely offset by our State grant. The large overage on Professional Services consists of legal fees. Our financial position is good, and room tax dollars are up. In response to a question by Todd D. regarding General Promotion expense, McLean explained that those dollars are used for promotional "giveaways," and so far this year we have provided over 3,000 "goody bags" for conventions and meetings brought to Marshfield. **Motion to approve will be made at the August meeting.**

## 3. June Activity Report/4 CVB Pillar Updates

There were no questions or comments regarding the Activity Report included in the board packet.

## 4. Fur Takers of America 2018 Convention

McLean reported that although we have not as yet received official notification, he was told by our local contact, who is a member of their Board, that we have been awarded the event. This is a major accomplishment, as it is a national convention, and this is the first time that the same city/or state has been awarded the event within a 10-year period, and we hosted it in 2013! It will take place the last weekend in June, one week after Small Town Baseball. They are expecting 3,000-4,000 people and, though many of them will camp at the site, our hotels will sell out.

## 5. Room Tax Discussion

We are now looking at January 1<sup>st</sup>, 2017 to initiate the 2% room tax increase. The City sent us a draft of their ordinance and, although they used portions of our attorney's ordinance, McLean saw issues with the draft. One of the biggest problems is their version addresses distribution of the tax which, if it does not begin until 2017, is irrelevant. It also states that the CVB is "dissolved." Only the City CVB "Committee" was dissolved. The Marshfield Convention & Visitors Bureau is legally a 501(c) Corporation, and the Tourism Entity Agreement has been accepted and signed, and is now binding. Todd D. suggested we set up a meeting with Steve Barg and Hap to come up with common ground on the wording of the ordinance, and attempt to avoid further legal fees.

## **6. 2017 Visitors Guide Update**

Kathy Banks from Heinzen Printing gave us an overview of what they have been facing when selling ads for our 2017 Visitors Guide.

## **7. Cornhole State Championship, Future**

Last month the Board approved a motion for McLean to proceed with hosting both events, the Wisconsin State Championship and the Majors/National Event, if the dates for the Majors work with availability of locations. However, upon further investigation, the Majors event would have been an additional \$4,000 instead of \$1,500, and the hockey building is not going to be available. McLean does want to keep this on the table for 2018, but for 2017 we will only be hosting the Wisconsin State Championships. In response to a question, McLean noted the ACO will be hosting a Majors event this year in Michigan, California and Las Vegas.

## **8. Downtown Park Discussion**

Discussion took place regarding their request for \$200,000 in sponsorship.

## **9. Maple Fall Fest Update**

Lyn reported that we currently have over 120 vendors (over 130 booths), with a current income to date over \$18,000, which puts us ahead of last year. We don't believe there are any major craft fairs competing with us this year. Ruth Elderbrook will not be able to make this year's event, but we will still have "Mad Dog & Merrill" as well as some new entertainment: Country Line Dancers and a "chainsaw artist!"

## **10. CVB Website**

Our new CVB website is up and running smoothly, with a few minor "tweaks" as we go along and discover new ways to make it even better! Both Lyn and McLean demonstrated the "Events Calendar" on Matt's laptop, and reported they have received many positive comments regarding the new site, and how easy it is to navigate.

## **11. Small Town Baseball Update**

McLean reported that the World Series went better than the State Championships; however, working with Rick has been challenging. Scott B. agreed that Rick is hard to deal with, and he is hard for the City to deal with. After discussion, Todd D. suggested McLean continue to do what he can to work with Rick to help keep this event in Marshfield.

## **12. Community Bike Share**

We now have two bikes available at each of three hotels, The Baymont Inn, the Holiday Inn and Hotel Marshfield. McLean distributed copies of the new updated brochure to Board Members. Jeanie Klinke said The Holiday Inn has already appeared on Trip Advisor with positive comments about one of their guests using the bikes. This is great PR for the hotels and for us!

## **13. Farm Technology Days 2018 Update**

McLean distributed copies of the site map for Farm Tech Days, and briefly discussed plans for tent city. Jeanie reported that although it's a three day event in the middle of the week, vendors will start coming to town to set up a month before the event, and Scott L. added that some of the vendors will even set up temporary buildings.

## **14. New Business**

- Todd D. suggested we start to think about community grant requests that we may receive for the Christmas season. McLean stated the only one we currently have is \$1,000 for Rotary Winter Wonderland.

- Although we have not as yet received official acceptance of our proposal, Jeanie Klinke reported that she was given word the Square & Round Dance Convention will also be held in Marshfield in 2018. Our proposal to them included the use of Marshfield High School.

**15. Adjournment**

Meeting was adjourned at 1:30 pm.

**The next meeting is scheduled for Tuesday, August 23<sup>rd</sup>, 2016, 11:30 am, at the Hotel Marshfield**