

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – JUNE MEETING, June 28, 2016 – Hotel Marshfield

Present: Scott Berg, Gary Cummings, Sandra Hanson, Scott Koran

Absent/Excused: Al Chaney, Todd Diedrich

Non-Board Members Present: CVB Director Matt McLean / Minutes taken by Lyn Anderson

Guests: Jason Angell, *Director of Development Services*, Tammy Meissner and Erin Howard

McLean called the meeting to order at 11:30 AM.

1. Minutes from the May Meeting (rescheduled and held on June 7, 2016)

Board reviewed the meeting notes from the May meeting. ***Motion to approve the minutes from the May Meeting held on June 7th was made by Sandra H., second by Scott B., and unanimously carried.***

2. May 2016 Financial Reports

McLean reviewed the financial report, and noted that we will be receiving a check for approximately \$34,500 from the state grant program, to offset expenses incurred with the Bear Adventure Package promotion. In response to a question, McLean explained we are maintaining 6 months to 1 year operating expense in our account, and that we have been able to transfer funds to our money market account. ***Motion to approve the May Financial Report was made by Gary C., second by Scott B., and unanimously carried.***

3. May Activity Report/4 CVB Pillar Updates

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

4. EDB Presentation on Downtown Park

Jason Angell, Director of Development Services for the City of Marshfield, gave a brief overview and distributed packets to members which included architectural renditions of the proposed new park and water feature, Sponsorship Application, and Cost Estimate for Budget. Jason stated that the City is going ahead with this project. Tammy Meissner spoke as a representative of the Economic Development Board, and stated they are currently in the quiet stage, trying to obtain sponsorship for three main areas: the band shell, the water feature, and the park itself. Erin Howard spoke as an investor and downtown business owner, and adamantly professed the abundance of benefits this park would bring to downtown business.

Scott K. asked who would be responsible for the programming of events in the new park, and Jason A. replied that it is expected that existing entities could work together to program events. Scott also asked if there would be a “maintenance” fund, or who would be responsible for the upkeep. Jason answered that any funding raised over and above the final cost of the project would be put into a fund for maintenance, but the responsibility would ultimately lie with the EDB.

5. Room Tax Discussion/Tourism Entity Update

We were hoping the City would be reading the room tax ordinance tonight but it has been postponed until July. A draft was provided to them by our attorney, and we are still on track for an October 1st room tax increase.

Regarding the Tourism Entity Agreement, we are the 501(c-6) entity based on WI state statute. We are the contracted entity with a 5-year clause, and signed copies have been provided to all, and it is legally binding. The next city meeting is July 12th, and the mayor supports the increase. It was suggested that McLean send over a list to the City of all of the “wins” we’ve had, so they are fully aware of everything that we’ve accomplished.

6. Cornhole State Championship, Future

McLean reiterated that this year's championship event was up over last year. We had 40 attendees on Friday night, vs. 20 last year, when we gave away a lot of "free-bees" to market the event. This year's event resulted in 40 to 50 hotel rooms. It costs \$2,300 to host, to send their staff to handle the event, and will remain the same for next year. However, they have offered us the opportunity to also host a "Majors" (point system) tournament, a 2-day event the last weekend in March or the first weekend in April for an additional \$1,200. These would be two separate events, which would normally cost about \$5,000. McLean would get the Tavern League involved, and Scott B. also asked that we get the bars involved for the State Championships. After discussion, ***Motion to host both events if the dates for the Majors work with availability of locations was made by Sandra H., second by Scott K., and unanimously carried.***

7. Maple Fall Fest Update

Lyn briefly reported that we currently have over 100 vendors (over 120 booths), with a current income to date of \$17,000.

8. CVB Website

Our new CVB website launched last week; however, we are still updating content. We pay Schiller Media \$900 per year to maintain the site, and it will cost \$2,000 to \$3,000 for the development of this new site.

9. 2017 Visitors Guide Update

McLean and Scott K. met with Branden from Premier, to discuss issues with his "Explore Marshfield" initiative, specifically with his branding of it as a "tourism entity."

10. Small Town Baseball Update

McLean reported that were issues with this year's event, particularly with lack of communication regarding the fields, concessions, and bathroom and garbage maintenance. There are currently bad feelings between the Rick and the Chaparrals, as well as Parks & Recreation. McLean will arrange a meeting with all parties to try and work things out.

11. The Next Big Thing

Lyn passed around copies of a proposed "Creative Arts Workshops" plan, and reported that Hotel Marshfield is interested in spearheading this initiative. Because of time constraints, Lyn will email the information to the Board for further review.

12. Customer Service Training June 28th

This re-scheduled event was quite successful. We had 16 attendees, and received 4 or 5 stars out of 5 on the evaluation sheets we received from the participants.

13. Community Bike Share

McLean gave a brief update on progress and reported that we will now have two bikes available at each of three locations: The Baymont Inn, the Holiday Inn and Hotel Marshfield. McLean and Lyn A. will be meeting with the hotels following this afternoon's board meeting, to go over forms and brochures.

14. New Business

No new business was discussed at this meeting.

15. Adjournment

Motion to adjourn the meeting was made by Scott K., second by Gary C., and unanimously carried. Meeting adjourned at 1:30 pm.

The next meeting is scheduled for Tuesday, July 26th, 2016, 11:30 am, at the Hotel Marshfield