

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – October 27, 2015 – Hotel Marshfield

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

McLean called the meeting to order at 11:30.

1. Minutes from September Meeting

Motion to approve the minutes from the September 15th Board Meeting, as written, was made by Gary C., second by Scott K., and unanimously carried.

2. September Financial Reports

McLean reviewed the financial reports, and noted that our income was over budget, while our expenses were under budget. Discussion ensued regarding the feasibility of the CVB maintaining the city banner program. While it is not very profitable, at the same time it requires a lot of time on the part of Matt and Lyn. McLean will look into the possibility of finding another entity to handle this program. ***Motion to approve the September Financial Reports was made by Scott K., second by Gary C., and unanimously carried.***

3. October Activity Report/4 CVB Pillar Updates

McLean briefly went over the activity report included in the board packet. Special note was made of three events impacting our hotels over the last month, the Woodland Owners Convention, BBS Convention, and the Great Lakes Eagles Convention. The CVB provided supplies for welcome bags to our hotel partners, as needed.

4. Room Tax Discussion/CVB Formation

McLean and Scott K. met with our attorney, Steve Barg and Chris Meyer, and Hap on the 21st. Scott K. felt that the meeting was challenging. The consensus was CVB will be recognized as the 501 C6 Tourism Entity and will contract with the city to comply with state law.

5. Budget Adjustments

McLean distributed copies of the proposed budget with a 2% increase in room tax, and the amended budget without, so that we can send a copy to the city. ***Motion to approve the new budget was made by Scott K., second by Gary C., and unanimously carried.***

6. Bylaw Recommendations

It was felt that we need to get the entity contract nailed down with the city, then address our own by-laws. We will discuss this at a future meeting. No comments or suggestions at this time.

7. CVB Lease at MACCI

We are currently paying \$1,000 per month to MACCI for rent and administrative support. Considering the services that we have taken over, McLean feels that amount should stay the same; he will confirm that, and find out if the lease is an automatic renewal. ***Motion to approve extending our lease at the Chamber, barring any changes, was made by Scott B., second by Sandra H., and unanimously carried.***

8. Bear Exhibit Grand Opening Report

McLean reported that we had a very good turnout, and a very positive reaction from the community. Jeff from the Dept. of Tourism assisted with the revealing of the winning names for the bears, "Munsey & Boda," and got a round of applause.

9. "Kodiak Bear Adventure" Package Promotion Update

All four hotel packages are ready, and we have been receiving requests for reservations already, from our website, and ads placed throughout the state.

10. Welcome Sign Maintenance

McLean reported that we have been asked by the City to maintain the three (3) "Welcome to Marshfield" signs. The Rotary Club had been donating their time to clean and maintain them, but they have become very unkempt due to dwindling care. McLean received a quote that it would cost of to \$3,500 per year. After discussion, the members requested that McLean find out how this would be facilitated, and also who owns the signs, and how did they originate.

11. Maple Fall Fest Wrap-Up

Lyn briefly explained the Maple Fall Fest financial sheet included in the packet, and distributed review sheets to all members, to evaluate their experiences regarding the festival and return to Matt & Lyn for review. This year's event was a huge success, with many compliments received from both the exhibitors and the public.

12. Farm Technologies Host Farm Selected for 2018

The Heiman and Sternweis farms have been selected, which will mean a huge impact for us. Wisconsin Rapids was a little disappointed. The announcement was made at a Media Day last week. The dates will be July 10-12, 2018, with an estimated 10,000 to 15,000 people per day attending the show. The "Tent City" will contain hundreds of vendors and cover 60 acres. All kinds of events are currently being planned, including a "Taste of Marshfield." McLean is on the planning board, and will be heading either "Grounds" or the "Tent City," and looking for volunteers. We will probably need about 2,000 volunteers for those 3 days.

13. New Business

No new business was discussed at this time. *Motion to adjourn at 1:15 pm was made by Scott K., second by Sandra H., and unanimously carried.*

**The next meeting, with lunch provided, is scheduled for Tuesday, November 17, 2015
at 11:30 am at Hotel Marshfield.**

PLEASE NOTE: Stephanie Klett from Wisconsin Dept. of Tourism will be here on Thursday, November 19th, to present our grant for the Kodiak Bear Adventure marketing promotion. Board members are requested to participate on that date if they are available. More details will be forthcoming.