

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – April 22, 2014 at the Baymont Inn & Suites

Present: Todd Diedrich, Scott Berg, Al Chaney, Alderman Gary Cummings, Scott Koran, Cory Latourell

Absent:

Non Board Members CVB Director Matt McLean / MACCI Executive Director Scott Larson / Sandra Hansen,

Present: Baymont Inn, Tom Buttke and Mike, Wildwood Zoological Society, Guests, Lyn Anderson
–secretary of minutes

McLean called the meeting to order at 11:35 am.

- I. **Welcome Scott Berg**
Scott Berg, owner of Scotty's Pizza, was welcomed to the Board.
- II. **Minutes from February and March Meetings**
Motion was made by Scott K., second by Gary C. to approve the minutes from February 27th meeting as written, and unanimously carried. Minutes from the March meeting will be distributed prior to the May meeting. These were not included in the board meeting packet as a quorum was not present at that meeting.
- III. **Financial Reports**
Financials from February 2014 were reviewed; ***motion to approve the February Financial Report was made by Scott K., second by Gary C, and unanimously carried.*** Financials from March 2014 were reviewed, with a question regarding "salaries" raised by Todd D; Scott L. will investigate and report at May meeting. ***Motion was made by Al C. to approve the March Financial Report pending the answer to the above-referenced question, second by Scott B., and unanimously carried.***
- IV. **Activity Report**
McLean gave a brief overview of recent activity at the CVB.
- V. **Wildwood Zoo Report**
Mike, representing the Wildwood Zoological Society, introduced himself and distributed brochures detailing the proposed new grizzly bear exhibit. He went through the brochure with members, and explained the project. They are currently meeting "on the quiet side" with businesses in the city to garner interest in the project. The budget is \$1.1 million, and to date \$623,000 has been committed, from the city, the zoological society, a large private donor, and the Marshfield Foundation, with a public campaign starting in June. They are hoping to have the entire amount budgeted by the end of the year, so construction can begin in spring of 2015. Major donors will be exhibited on a special structure in the middle of the exhibit. Mike requested a commitment from the CVB Board in the amount of \$100,000.
- VI. **Review of 2014 Grant Applications**
There was much discussion regarding the possibility of re-working the grant application and award process in the future, to clarify the purpose as an "investment" vs. a "grant." Grants were awarded, and will be presented at the Annual Tourism Banquet on May 6th. ***Scott C. made a motion to so move, Gary C. second, and motion was carried.***
- VII. **Discover Wisconsin Opportunity w/WATA 2015 in Central Wisconsin**
McLean presented info regarding this opportunity, whereby we would have a 4 to 5 minute segment in an episode of Discover Wisconsin, sharing with other WATA members to highlight farm tourism in Central Wisconsin. After discussion, ***Todd D. motioned to approve the expenditure for our involvement in this episode, Scott K. second, and motion was unanimously carried.***
- VIII. **NASC Sports Show**
McLean reported leads from show.
- IX. **Central Wisconsin State Fair**
McLean reported discussion with city regarding new GM and future plans.
- X. **May Tourism Banquet Update**
Event planning is going well for event next week and all is in place.

- XI. FCA BMX/Skate Update**
Mclean presented program for June event.
- XII. Best of Marshfield 2014 Survey**
The CVB completed survey and will award winners at Tourism Banquet.
- XIII. 2014 Goals Update** –Goals were updated and progress was noted.
- XIV. New Business**-No new business

**The next meeting with lunch provided will be held on Tuesday, May 27th at 11:30 am at
The Blue Heron Brew Pub, located at 109 West 9th Street, Marshfield, WI**

Meeting adjourned at 1:30 pm.