

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – August 26, 2014 at Hotel Marshfield

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

Absent: Al Chaney (excused)

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

Guests: Sandra Hanson, Baymont Inn & Suites

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

- I. Minutes from July Meeting**
MOTION to approve the minutes from July 22nd meeting, as written, was made by Gary C., second by Scott B., and unanimously carried.
- II. Financial Report**
Financials from July 2014 were reviewed, and McLean reported that \$57,000 from working cash has been placed back into a money market account. Total assets are \$329,000. ***MOTION to approve the July Financial Report was made by Gary C., second by Scott K., and unanimously carried.***
- III. July Activity Report**
McLean asked if there were any questions or comments regarding the August Activity Report included in the Board Meeting Packets, and there were none.
- IV. City Wide Baseball Meeting**
McLean gave report on this meeting. Baseball is the producer of the most sports related room nights for Marshfield hotels/motels. Discussed possibilities to improve baseball facilities, including the field at UW-Wood, to extend the season.
- V. GM Roundtable Discussion**
McLean reported on luncheon meeting with leadership from Baymont Inn, Holiday Inn and Hotel Marshfield. Meeting started with discussion about what's going on (in Marshfield) in the next month. Hotels agreed to try to use the reporting form, so we can better track room nights, and the events that produce the most. Some of the smaller motels used to be involved; McLean will make efforts to involve them, with the possibility of a quarterly "innkeepers" meeting.

Regarding the proposed 2% room tax increase, attendees were in favor, but would like to talk more about where the funding would go and the potential impact on room nights.
- VI. Future Spending & Community Plan**
We need a good sell (master plan) to get everyone involved. If UW participates we can get all sports involved because it will be a multi-purpose field. Parks & Rec will be the main player to get everybody together. Scott B. suggested we have them involved, but not in charge. It was suggested he be invited to be part of a "sports consortium," i.e., parking, traffic flow, etc. McLean will be attending a sports meeting in Chicago next month. Todd D. suggested that we reiterate the goal of the CVB every time we are involved in these meetings.
- VII. Wildwood Zoo Update**
McLean reported that all agreements have been signed, and we will be presenting a check to the zoo for \$75,000 on January 2, 2015. McLean will be meeting to finalize the press conference to be held at the Maple Fall Fest, to announce this donation for the new bears; they will arrange for media to be here to film the event. CVB has made the largest donation ever to support local tourism. At 2pm on Saturday, September 13th, the DJ will broadcast for people to go to the zoo for a special announcement, and hopefully we will have a couple hundred people go over. They have some pretty good mock-ups of what the new exhibit will look like. Part of the agreement is we own the rights to name the bears, so we will be working out a contest and or process after this announcement.
- VIII. Wisconsin Trappers Show**
Plans from this event are moving along well. Press releases have been scheduled, and McLean has secured a golf cart for their use. Challenge has been they have a new person in charge, who mentioned that this event

has been getting a little “stale.” McLean has been able to secure quite a few comp hotel rooms and added value for event organizers, and they are happy.

IX. Udder Mudder

They will void our grant check, and appreciated all of our help, especially in the social media. Hotel Marshfield and Baymont Inn were sponsoring hotels, and offered hotel packages for the event on September 21st. We will be supplying Visitor Guides and “Welcome” bags.

X. Maple Fall Fest Update

Lyn gave an overview of progress, reporting that we will have the largest number of vendors to date. Matt distributed a volunteer list for board members to sign up, if able. Cory L. volunteered her hotel staff if we should need extra volunteers. Matt reported that we should have \$12 to \$14,000 to put towards grant proposals next year.

XI. Milwaukee State Fair Wrap-Up

We had 5 or 6 volunteers from Marshfield manning our booth, shared with Wisconsin Rapids and Stevens Point, and collected over 2,000 e-mail addresses. McLean reported that he personally talked to about a dozen people that have attended Vox Concerts. (\$2,500 grant from Wood County helped offset costs)

XII. 2014 Goals Update

McLean gave update and progress report

XIII. New Business

Cheese Curd Crawl, presented by the State of Wisconsin and the Dairy Board

**The next meeting with lunch provided will be held on Tuesday, September 30, 2014 at 11:30 am
*DiLucas, next to the Holiday Inn***

Meeting adjourned at 1:00 pm.