

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – February 24, 2015 at West 14th

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

Absent/Excused: Alderman Gary Cummings

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

Guests:

The Board met at 11:30 am, but at the request of McLean, Lyn was asked to leave while the board discussed a confidential matter. Mclean proposed a 3% salary increase for Lyn Anderson to start the first pay period in March. Board voted unanimously to approve. **McLean called the regular meeting to order at 11:35 am.**

I. Minutes from January Meeting

MOTION to approve the minutes from the January 27th meeting, as written, was made by Scott B., second by Scott K., and unanimously carried.

II. January Financial Report

McLean explained the different look of the financials this month. Quick Books can now automatically pull information from the previous year, but the information is now separated into two reports. McLean noted that we received the \$18,000 reimbursement check for the JEM Grant for the VOX Una Concerts in December. The bear exhibit expense of \$75,000 is also reflected in this report. In response to a question from Todd D. regarding total assets, liabilities and equity, Scott L. explained the balance sheet reconciliation.

MOTION to approve the January 2015 Financial Report was made by Cory L., second by Scott B., and unanimously carried.

III. February Activity Report

There were no questions or comments regarding the February Activities Report included in the Board packet.

IV. Board Liaison for Pillars of CVB Mission

McLean requested board member volunteers/nominations to spearhead each of the pillars, driving the mission of the CVB. Volunteers responded as follows:

- **Community – Gary C. (nominated “in absentia”)**
- **Sports – Scott B.**
- **Hotels/Motels – Cory L.**
- **New Initiatives – Todd D., Al C. and Scott K.**

V. Una Sessions Wrap-Up

McLean briefly reviewed the Vox Una Concert Series, including attendance and room night reports. Holiday Inn did receive the bulk of overnight stays, as they participated with Vox in offering ticket/room packages online.

VI. CVB Insurance Quotes

McLean presented the quotes he received from three local insurance companies. After questions and discussion, Board members requested that McLean sync all three quotes, for the same coverage and the same dollar amounts of coverage, so they can compare “apples to apples.” McLean will bring the revised quotes to the March meeting.

VII. Grant Program Update

McLean reviewed the 2015 Grant Applications received and listed on the report included in the Board Packet. The number of applicants decreased by half from last year, undoubtedly due to the new guidelines and requirements on our revised grant application. The total amount requested was also half of last year, and McLean asked for board approval to award all of the submitted grant applications, with the exception of one application, for a total amount of \$4,500.

MOTION to approve the Grant Awards recommended by MCVB Staff was made by Al C., second by Cory L., and unanimously carried.

In response to a question from Todd D., McLean explained that the remaining funds in the \$22,000 budget amount for grants would be used for support for other community events throughout the year, as well as “The Next Big Thing,” whereby a new event or attraction could be awarded up to \$5,000 for marketing & start-up.

VIII. CVB Sports Group

Ed Englehart is retiring from Parks & Recreation, so we will have a new representative from P&R in this group. It is the function of the group to increase tournament focused, multi-day events. The more they do that, the more we can help. After discussion, it was suggested we offer \$10,000 to work with this group as an incentive to upgrade our facilities, for instance, Bream Park. McLean will draft a document outlining parameters for what we would fund.

Motion to award up to \$10,000 to the CVB Sports Group, to be expended out of the 2015 budgeted Grant funds, was made by Todd D., second by Al C., and unanimously carried.

IX. March Events

McLean briefly reported two new events for Marshfield in March, Efflorescence, a fashion show event being held at the Hotel Marshfield, and the Midwest Athletic Expo, being held at the Holiday Inn.

X. May Tourism Banquet

McLean discussed the plans for this year's Tourism Banquet in May, being held at West 14th. We will be featuring the Discover Wisconsin episode that will be featuring agriculture, and including Marshfield, so the theme will be a "Hollywood- type Premier/Awards" Show.

XI. Three Year Fiscal Plan

McLean reviewed the CVB 3-Year Plan to spend down to a \$100,000 operating budget by 2017.

XII. Maple Fall Fest

Lyn gave a brief update on the status of this year's Maple Fall Fest. McLean informed the Board that the Central Wisconsin State Fair Committee is coordinating a "Central Wisconsin's Got Talent" competition. It will be area wide, and the winners will be announced at this year's Fair. McLean is working on trying to get the winners to appear at our Maple Fall Fest!

XIII. New Business

In response to questions regarding the bike trails, McLean reported that the City is in the final stages of connecting the entire city. They are also working to connect with the Hewitt trails. Scott L. also reported that Wood County is in the running to host Farm Technology Days.

Motion to adjourn the meeting was made by Scott K., second by Al C., and unanimously carried.

The next meeting, with lunch provided, is scheduled for Tuesday, March 24th, 2015, at 11:30 am.

Meeting adjourned at 1:00 pm.