

Marshfield Convention & Visitors Bureau

Meeting Minutes – February 27, 2014

Present: Todd Diedrich, Alderman Gary Cummings, Scott Koran, Cory Latourell
Absent: Larry Buffington, Al Chaney -excused
Non Board Members CVB Director Matt McLean, MACCI Executive Director Scott Larson,
Present: Adam Smrcka, guest

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

- I. Meeting Minutes Jan. 2014.**

Motion made by Todd D., second by Scott K. to approve the minutes from Jan 30th meeting.
- II. Financial Reports**

Financials from January 2014 were reviewed. Motion made by Gary C., second by Scott K. to approve financial statement.
- III. Activity Report**

McLean gave an overview of recent activity at the CVB.
- IV. Chestnut Center Update**

McLean introduced Adam Smrcka to the board, and we received an update on new projects going on at the Chestnut Center as related to visitors and attractions.
- V. Discovery WI**

McLean presented a bid from Discover WI to do a 2-year promotional agreement. Included in this bid is a 30 minute television piece, that the CVB wants to partner with the WI Rapids CVB, to highlight Wood County Sports and Recreation. A Motion was made by Gary C. and Cory L. to approve up to \$18,000 to partner with WI Rapids on a Wood County Piece. Mclean is waiting to see if WI Rapids CVB can partner.
- VI. 2014 Winter Thaw/Winter Fest Wrap up**

McLean presented info regarding follow up with the Hockey, Curling, Winter Thaw event. The CVB was able to track 64 room nights directly related to Winter Thaw activities.. Winterfest had 113 event participants, and over 650 people attended related events such as music. Winterfest estimated 10-20 hotel room night production.
- VII. CVB Marketing Associate role update**

McLean is conducting interviews on potential candidates.
- VIII. 2014 Grant applications**

McLean present 5 applications for CVB grant funds and all 5 were accepted at \$500 each, for a total of \$2500. Motion to approve the grants from Scott K., second by Gary C. All grant recipients will be announced in May.
- IX. Best of Marshfield 2014**

McLean will run the "Best of Marshfield" survey in March of 2014.
- X. Visitor Guide update**

Mclean presented info that the 2014 guide is in print and distributed throughout town, and 3,000 copies have been sent statewide to promote Marshfield at this time.
- XI. 2015 Table Tennis Bid**

Marshfield is 1 of 4 candidates to host this event in April 2015.
- XII. 2018 events confirmed LWML and Parks and Rec Tour**

CVB has received commitments for these events to be hosted in Marshfield in 2018.
- XIII. 2014 Goals update**

McLean reviewed goals and updated board on progress

**The next meeting with lunch provided will be held on Thursday, March 27th at 11:30 am at the
Gondolier Restaurant
Meeting adjourned at 1:45 pm.**