

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – July 22, 2014 at Hotel Marshfield

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

Absent: Al Chaney

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

Guests: Steve Barg, City Administrator / Jessica Barrett, Director of Sales, Hotel Marshfield /
Angie Dieringer, Director, Main Street Marshfield

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

McLean introduced guest Angie Dieringer, new Director of Main Street Marshfield, who gave an update on this year's Hub City Days. There are 23 teams signed up for the 3 on 3 Basketball Tournament. Angie also reported that the Farmers Markets are growing, now accepting EDT so people with food stamps are able to participate.

Prior to introducing Steve Barg, Marshfield City Administrator, was introduced and a discussion regarding room tax ensued. Steve Barg presented an overview of the proposed room tax rate, and stated we are currently low in comparison to our neighboring cities. However, it would be important to decide what would be done with the additional funds. He suggested that the CVB Board consider support of Main Street Marshfield. They have been supported by the Economic Development Board, but Steve requested that we look at the difference between tourism events vs. attraction and retention of businesses when deciding our level of support. Steve also stated that if we decide to pursue the additional 2% room tax, we will need to have more meetings regarding strategic planning, and he would be happy to work with us in that regard.

I. Minutes from June Meeting

MOTION to approve the minutes from June 24th meeting, as written, was made by Gary C., second by Scott K., and unanimously carried.

II. Financial Report

Financials from June 2014 were reviewed, and McLean reported that our room tax percentage was overpaid, due to some errors made in hotel reporting, which will be reflected in next month's check. Todd D. had several questions, which were satisfactorily explained by Matt M. & Scott L. ***MOTION to approve the June Financial Report was made by Cory L., second by Scott K., and unanimously carried.***

III. July Activity Report

McLean asked if there were any questions or comments regarding the July Activity Report included in the Board Meeting Packets, and there were none.

IV. Main Street Marshfield

Scott K. reported that Main Street Marshfield is working on a budget deficit, and with their current reserves, after 4 years they will not be able to exist. McLean further reported that he has investigated the legality of funneling a portion of the room tax revenue to Main Street, and state regulations will not support that.

V. Room Tax

McLean would like to pursue the idea of 2% increase, as he has found that other CVBs in the area have more dollars to spend, but more strategic planning needs to be done. One suggestion was the possibility of a new sheet of ice for additional tournament/ event capacity. We currently have only 1 sheet of ice, which is only able to handle 8 teams for hockey tournaments. Scott B. added that it would not just be for hockey, but could also encompass figure skating, etc. McLean reported that a new ice facility would cost 2 to 3 million dollars, and would definitely be a long term goal. Todd D. suggested we think more "globally" and investigate the economic impact on the area.

Regarding the proposed 2% room tax increase, Todd D. questioned the by-in process for the hotels in the area. He requested that McLean personally visit each of the hotels, and asked that he put together some options for the next meeting that would show value, to present to the hotel community.

McLean suggested a half day "Board Retreat" to discuss some of these issues in depth. Todd D. asked Matt to present something to the Board prior to a retreat, regarding CVB reserves, and put together something in writing. Put in all the "pieces" that we will need in the next 3 years. Cory L. asked Matt how the City portion of

the room tax revenue is earmarked, and Matt replied that the city has earmarked it to be spent on parks and recreation capital improvements, following state statutes regarding spending of room tax dollars.

VI. 2015 CVB Budget

After questions from members, McLean reported that the CVB website is in pretty good shape, but we might want to “streamline” it a little bit. **MOTION to approve the 2015 Budget was made by Gary C., second by Cory L., and unanimously carried.**

VII. Wildwood Zoo Update

McLean has been working with Ed Englehart, and discussed an agreement with Parks & Recreation Board request regarding CVB sponsored sporting events. The CVB/Zoo will announce the Bear project at Maple Fall Fest. Matt has verified the agreement with Tom, and would like to put together a little press conference. He hopes to wrap this up by mid-August.

VIII. Maple Fall Fest Update

Lyn reported that we now have approximately 120 craft vendors and 10 food vendors currently committed to the Fest. Last year we had 160 craft vendors and 10 food vendors, so we are progressing as expected, with the addition of quite a few new vendors. Lyn distributed copies of the 2014 Brochure, and a sheet showing current advertising plans for the new banners, the new billboard (which will be on Hwy. 29 near Abbottsford), and the new logo.

McLean further discussed new events this year, including the MACCI sponsored “Light Up The Night” 2K glow walk on Saturday, September 13th. This event will end at the Blue Heron Brew Pub, where they will be hosting the Maple Fall Fest “after party” Oktoberfest, also new this year.

Gary C. reported that he heard several complaints last year from craft vendors who had to set up on the asphalt, as they were unable to stake their tents down. McLean stated booth sites have not yet been assigned, but when they are, he will check with any vendors assigned to asphalt, and if they need to stake their tents, he will move them.

IX. Small Town Baseball / Local Baseball 2014 - Wrap-Up

The tournaments were held weekend before last, and the World Series was held this past weekend, with 22 teams, 17 of them from out of state. This was the first year for the World Series, and attendance was down a little from what was expected, but still produced a lot of revenue. McLean reported CVB was able to track 250 room nights for the state Tournament, and 300 for the World Series. These events will continue in 2015, but they are looking at changing the dates, possibly to June for the state tourney.

X. 2014 Goals Update

McLean gave update and progress report, including:

- View Finder Project – Pushed back, because Central WI State Fair is a huge part of the project, and they are currently going through administration challenges;
- Signage for Overpass – Not going to happen, unable to comply with Department of Transportation regulations;
- Winter Wonderland – Rotary does not have their committee together as of yet;
- Bike Share Program – Is beginning today, with Hotel Marshfield being the first and only location to launch. McLean distributed brochures; and
- New Conventions coming to Marshfield!

XI. New Business

Gary C. suggested that McLean contact Ho Chunk Casino for possible Maple Fall Fest sponsorship.

MOTION to approve a pay raise of \$0.50 per hour for CVB Marketing Associate Lyn Anderson was made by Scott K. with the stipulation that Todd D. approves, second by Cory L., and unanimously carried.

**The next meeting with lunch provided will be held on Tuesday, August 26th, 2014 at 11:30 am
(tbd)**

Meeting adjourned at 1:00 pm.