

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – June 23, 2015 – Hotel Marshfield

Present: Scott Berg, Alderman Gary Cummings, Sandra Hanson, Scott Koran and Todd Diedrich
Absent/Excused: Al Chaney
Non-Board Members Present: CVB Director Matt McLean / MACCI Director Scott Larson / Minutes taken by Lyn Anderson
Guests: Jason Angel, Director, Economic Development Board for the City

McLean called the meeting to order at 11:30.

- I. **Minutes from May (June 1) Meeting**
Motion to approve the minutes from the June 1st Board Meeting, as written, was made by Scott B., second by Gary C., and unanimously carried.
- II. **May Financial Reports**
McLean briefly reviewed the May financial reports, and addressed a question from Todd D. regarding the negative entry under “banners.” McLean explained that some banner production expense was mistakenly entered as banner permit expense, and those expenses will be adjusted accordingly. *Motion to approve the May Financial Reports was made by Gary C., second by Scott B., and unanimously carried.*
- III. **June Activity Report/4 CVB Pillar Updates**
McLean briefly discussed the Activity Report included in this month’s Board Packet. There were no additional questions or comments from the Board.
- IV. **EDB/CVB Proposed Partnership Recreational Study**
Jason Angel, EDB Director, proposed the possibility of our Board partnering with theirs to conduct a study for expanding recreational sports in the City. After discussion, it was determined that McLean would meet with Jason to obtain more information for the next Board meeting.
- V. **Room Tax Discussion**
McLean reported that the City has passed it, formal adoption will take place in July or August and will move forward.
- VI. **Cornhole Bag Toss 2016**
We had a very successful event for the first year, and could expect 20 to 30% growth for next year. Our cost to ACO for running the event was \$3,800; however, due to the success of our first year, they are offering us a discount rate of \$2,300 for 2016. A question was raised as to the possibility of running the event a different weekend (than Dairyfest), but after discussion of the pros and cons, that seems the best time to host the event next year as well, which will be June 3rd and 4th, 2016. *Motion to approve \$2,800 to host the event in 2016 was made by Scott K., second by Sandra H., and unanimously carried.*
- VII. **Creative Arts Weekend Grant Event Follow-Up Report**
McLean distributed copies of a report submitted by Betsy Tannenbaum of New Visions Gallery, which demonstrated a very successful weekend event.
- VIII. **Small Town Baseball Championships**
McLean reported that this event will start Friday morning at 8:00 am, with 30 teams participating throughout the weekend. After discussion, members requested that McLean check with Justin at Parks & Rec regarding any contracts that might have to be renewed or initiated.
- IX. **Hub City Days – Brew Fest / Duathlon**
McLean is working with Angie at Mainstreet Marshfield regarding media coverage, to get a bigger crowd here. The Holiday Inn is offering a package with the Brew Fest / Duathlon.
- X. **Maple Fall Fest Update**
Lyn reported that we currently have 77 craft vendors (95 booths), and 9 food vendors. She also distributed copies of this year’s Maple Fall Fest logo, and found out that the majority of members preferred it to be printed on a forest green t-shirt.

XI. New Business

Meeting adjourned at 1:00 pm.

**The next meeting, with lunch provided, is scheduled for Tuesday, July 28, 2015, at 11:30 am
at Hotel Marshfield.**