

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – June 1, 2015 – DiLuca’s at the Holiday Inn

Present: Scott Berg (*partial attendance via speakerphone*), Al Chaney (*partial attendance*), Alderman Gary Cummings, Sandra Hanson, Scott Koran (*partial attendance*)

Absent/Excused: Todd Diedrich

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

Guests:

McLean called the meeting to order at 11:30. It was noted that some of the Board Members would not be able to be in attendance for the entire meeting. Consequently, **all approved MOTIONS (below) were addressed when a full quorum was present**, and included Board Business from the April Meeting, when a quorum was not present.

I. Minutes from March Meeting

Motion to approve the minutes from the March 24th Board Meeting, as written, was made by Gary C., second by Scott K., and unanimously carried.

II. March and April Financial Reports

McLean reviewed both the March and April financial reports, and addressed questions from the Board. ***Motion to approve the March and April Financial Reports was made by Gary C., second by Scotty B., and unanimously carried.***

III. May Activity Report/Pillars

McLean briefly discussed the Activity Report included in this month’s Board Packet, specifically noting key events in line with the MCVB Pillars and Mission.

- WATA – Attended two Board Meetings re: event barn legislation and ag tourism
- MCVB hosted Business After 5 at the Chestnut Center
- McLean attended NASC Sports Show in Milwaukee
- Hosted 2015 Tourism Banquet for Tourism Partners and Best of Marshfield winners
- Presented room tax proposal to City Council
- Set-up and hosted ACO Cornhole Tournament at the hockey building

IV. Tourism Banquet/Best of Marshfield Wrap-Up

This event was a huge success, with excellent attendance. McLean discussed interest from Hub City Times in partnering with us to handle future “Best of Marshfield” events, which would be beneficial to the MCVB both in marketing exposure and cost sharing.

V. Holstein Convention in February 2016

This event will be discussed in further detail at future board meetings.

VI. Room Tax Discussion

McLean discussed his attendance at City Financial Meeting and City Council Meeting, regarding support of this initiative.

VII. Cornhole Bag Toss/Dairyfest Promotion

The very first (ever) ACO Wisconsin State Cornhole Championship Tournament was a resounding success. We had hoped for first year attendance at 50 participants, and we had over 90 “tossers” plus family, friends and spectators.

VIII. Creative Arts Weekend Grant Event Follow-Up Report

Moved to future Agenda.

IX. Sports Update

X. Maple Fall Fest Update

McLean gave a brief update.

XI. New Business

Meeting adjourned at 1:00 pm.

The next meeting, with lunch provided, is scheduled for Tuesday, June 23, 2015, at 11:30 am at Hotel Marshfield.