

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – May 27, 2014 at West 14th Restaurant

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

Absent:

Non Board Members Present: CVB Director Matt McLean / MACCI Executive Director Scott Larson / Guests – Becky Rogers – Director of Operations IDM Hospitality Management, minutes taken by Matt McLean

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

- I. Minutes from March and April Meetings**
Motion was made by Gary C., second by Scott B. to approve the minutes from March and April meetings as written, and unanimously carried.
- II. Financial Report**
Financials from April 2014 were reviewed; *motion to approve the April Financial Report was made by Al C. second by Cory L., and unanimously carried.*
- III. Activity Report**
McLean gave a brief overview of recent activity at the CVB.
- IV. Wildwood Zoo Discussion / Long Term Planning**
In response to a presentation from the Zoo Society regarding funding for a new Grizzly Bear Exhibit, the CVB Board had a discussion. The Zoo project budget is \$1.1 million, and to date \$623,000 has been committed to the zoological society. Discussion on the proposal was had and the board would like a proposal from the CVB Director for a marketing plan as an endowment fund set up for \$50,000 over 5 years at \$10,000 a year for marketing for the Bear Exhibit and Wildwood Zoo. This would start near completion of the project and last for 5 years thereafter. A broad discussion ensued regarding future financial planning and CVB reserve funds. The CVB Director will present a plan to the Board in June regarding plans and options for future strategic plans.
- V. Grant Program**
There was much discussion regarding the possibility of re-working the grant application and award process in the future, to clarify the purpose as an “investment” vs. a “grant. Ideas were talked about and this project was tabled to be brought back in the fall before the next grant cycle.
- VI. Central Wisconsin State Fair**
McLean reported discussion with city regarding new GM and future plans.
- VII. Historical Plaques Proposal**
McLean presented information from the Historical Society based on a plan to place plaques on 5 local historical buildings. These buildings identified were The Round Barn, Thomas House, Columbia Park Band Shell, St. Johns Church, and Chestnut Avenue for the Arts. *Motion for approval of \$1500 to purchase plaques by Al C. 2nd by Scotty B. The CVB Board Voted 5-1 to approve and the motion carried.*
- VIII. May Tourism Banquet Recap / Small Town Baseball Grant**
Tourism banquet hosted approximately 110 guests and was well received on feedback regarding the location, art gallery, and program. Discussion was held regarding the award of the \$4,318 grant and how it would be spent to accommodate site costs for the Small Town Baseball World Series.
- IX. WACVB Meeting in Marshfield –** CVB Director hosted a group of 20 CVB Directors from the state to conduct association business and host CVB education and training at Hotel Marshfield. Event was well received by attendees and we made a favorable impression on 20 influential tourism directors from the state.
- X. Insurance and Taxes for 2013 Year End Financials –** A discussion was had regarding getting insurance coverage for the CVB as it is a new legal entity as of 2013 as the chamber is currently covering the organization. The chamber would like to see the CVB separately insured. Wipfli Accounting has filed

an extension and is currently finalizing the taxes for the CVB and should have year end financials and taxes completed by next meeting in June.

- XI. FCA BMX/Skate Update**
Mclean presented program for June event.
- XII. 2014 Goals Update** –Goals were updated and progress was noted.
- XIII. New Business**-No new business

**The next meeting with lunch provided will be held on Tuesday, June 24th at 11:30 am at
The Gondolier**

Meeting adjourned at 1:00 pm.