

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – October 28, 2014 at Hotel Marshfield

Present: Scott Berg, Al Chaney, Alderman Gary Cummings, Scott Koran
Absent/Excused: Excused: Todd Diedrich, Cory Latourell
Non-Board Members Present: CVB Director Matt McLean / MACCI Director Scott Larson / Minutes taken by Lyn Anderson
Guests: None

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

- I. **Minutes from September Meeting**
MOTION to approve the minutes from the September 30th meeting, as written, was made by Gary C., second by Scott B., and unanimously carried.
- II. **Financial Report**
Financials from September 2014 were reviewed, and McLean reported that January through September were right on budget; however, room tax is slightly down from projections. *MOTION to approve the September Financial Report was made by Al C., second by Scott K., and unanimously carried.*
- III. **October Activity Report**
No questions or comments from members. McLean gave an update on EDB, as he attended the meeting to discuss whether the community could handle another hotel. The EDB paid for a consultant and we are awaiting a report back.
- IV. **American Legion 2016 AAA State Baseball Tournament**
Our proposal packet to host the 2016 Tournament was presented to the Legion Board on October 4th. We will not find out who is chosen until January 2015; however, we received positive feedback leaning towards our selection,
- V. **Vox Una Event/Grant**
We received an \$18,000 grant to support the marketing plan for the Una Concert Series, which will take place November 13th through the 15th at the Wildwood Station Pavilion.
- VI. **Future Spending & Community Plan**
Members discussed newspaper article “Downtrodden Sports Facilities.” As sports, especially baseball, are the main producer of hotel rooms in Marshfield, Scott K. commented that we should do what we can to get a major community sports complex in town. Al C. added that we have to get the right people together at the table. Gary C. explained how the CIP (Capital Improvement Plan) for the city works, each item is voted on and prioritized by the council. The next one will be in April, 2015. In the meantime, McLean will meet with Ed from Parks/Rec to investigate getting a group together, and will contact Roger Brooks regarding a feasibility study.
- VII. **Badger State Games**
Our segment of the Games, Snowshoeing, is finalized and ready to go, you can now register on line. The event will take place on January 24, 2015 at RiversEdge Golf Course. McLean summarized that we will run the event, the Badger State Games Commission covers the fees. If the event makes money over and above the fees, we get to keep it. If it doesn't, they eat the costs. The last one held here was in 2011, with 90 participants.
- VIII. **Rotary Winter Wonderland**
The committee was slow starting, less than a month ago they appointed an event chairperson. McLean is co-chair. The “Heartfelt Holiday Weekend” will be the 2nd weekend in December, and we are trying to pack multiple events into that weekend to encourage weekend trips to Marshfield.
- IX. **2015 Visitors Guide**
Our goal is to receive the new 2015 Visitors Guides by December 12th, so they can be distributed before the holidays. We have four main articles planned, and many advertisers. We project to double our revenue (profit) this year.

X. 2014 Goals Update

McLean reviewed 2014 Goals, distributed copies of the CVB Goals Update Report, and briefly discussed them. The 2015 Grant Program is being re-worked to be more in line with our mission:

- Consider awarding a larger grant, i.e., \$5,000, to a group than can quantify (hotel nights) a new, larger event to bring to town
- Cap receipt of a grant at 3 years, for ongoing, established events, or provide evidence of “revamping” the event to increase visitors to town.

XI. New Business

- Board officers should be by vote each year, typically done at the January meeting, according to our Articles of Incorporation.
- Brief discussion of ideas for December meeting (will be held on December 16th) to encompass a holiday activity for members. Will discuss further at the November meeting.

**The next meeting with lunch provided will be held on Tuesday, November 25th, 2014 at 11:30 am
(Location to be determined)**

Meeting adjourned at 1:00 pm.