

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – September 30, 2014 at DiLuca's, at The Holiday Inn

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

Absent: Al Chaney (excused)

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

Guests: Jeff Anderson, Travel Wisconsin
Becky Rogers, Director of Operations for IDM

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

Mayor Chris Meyer was at the Holiday Inn for the Vox Award Press Conference, and stopped at the Board Meeting to connect with Board members. He briefly discussed events, and specifically which types of events were best for the city, and had the most impact.

- I. **Minutes from August Meeting**
MOTION to approve the minutes from the August 26th meeting, as written, was made by Scott B., second by Gary C., and unanimously carried.
- II. **Financial Report**
Financials from August 2014 were reviewed, and McLean reported that income increased because room tax dollars were up, and briefly went over expenses. *MOTION to approve the July Financial Report was made by Scott K., second by Gary C., and unanimously carried.*
- III. **September Activity Report**
- IV. **American Legion 2016 AAA State Baseball Tournament**
McLean passed around a bound copy of our proposal to host the 2016 American Legion AAA State Baseball Tournament, which will be presented later this week. Todd D. suggested that we add "sample itineraries" for the families accompanying tournament participants.
- V. **Vox Una Event/Grant**
McLean discussed the Grant awarded to us and Vox Concert Series by the State Department of Tourism. We asked for, and received, \$18,000, for a total \$24,000 marketing plan budget. The press release announcing this grant took place just prior to today's board meeting. Brian Sauer, of Vox Concert Series, is working with The Holiday Inn, a sponsor for the event, to provide ticket/room packages. We will be focusing a large part of the grant to reach markets in Minneapolis, Milwaukee, Madison..
- VI. **Future Spending & Community Plan**
McLean attended the "Chicago Sports Markets" meeting. After some investigation, he determined that to get a 3rd party to do a feasibility study would cost between \$30,000 and \$80,000. For now he suggested that studies be conducted by parties involved, as most of our events are not large enough to warrant that type of expenditure. We might want to consider it when it comes time to work on a major project, i.e., a new sheet of ice, where the expenditure will be over 2-3 million dollars.
- VII. **Small Town Baseball March Tradeshow**
Rick, from Small Town Baseball is putting together an "Athletic Expo" for March of 2015, with reps from Easton, Rawlings, Team Sports, etc., where they will be showing new gear, equipment, uniforms . . . it will be free to have a booth. Small Town Baseball will also be hosting its awards banquet in conjunction with this event.
- VIII. **Wildwood Zoo Update**
McLean gave an overview of the press conference held during Maple Fall Fest, to announce the new Bear Exhibit. There were 8 different speakers, including Senator Terry Multon, Mayor Chris Meyer and Ed Englehart from Parks and Recreation. Approximately 200-250 people attended, and they also kicked off the public fundraising campaign. Plans are to break ground in the spring, and have an "unveiling" at Maple Fall Fest next year.

IX. Wisconsin Trappers Show Wrap-Up

The Trappers held their show the week before Maple Fall Fest, with approximately 3,000 buttons (for entry all weekend) being sold, so they were very happy with the event. We will be putting a bid together to host the Fur Takers National Convention.

X. Udder Mudder Wrap-Up

The numbers were down this year, 550 versus over 900 last year. However, there were several competing events in the area, including several other mud races. It was a great event, very well organized at Memory Lane Farms, receiving a lot of national media coverage due to some of the participants doing the run to honor a "bride-to-be" that was killed in an auto accident just prior to the event.

XI. Maple Fall Fest Wrap-Up

McLean and Lyn gave an overview of the results from this year's Maple Fall Fest, including an increase in the number of vendors. Overall, the vendors reported they enjoyed increased sales over last year, with a couple of them selling out (of their merchandise) on Saturday, and not being able to return on Sunday. We also had a major increase in revenue, due to increased booth rates, increased number of vendors, and decreased marketing costs.

XII. 2014 Goals Update

McLean reviewed 2014 Goals, distributed copies of the CVB Goals Update Report 9/30, and brief discussion ensued.

XIII. New Business

**The next meeting with lunch provided will be held on Tuesday, October 28th, 2014 at 11:30 am
(Location to be determined)**

Meeting adjourned at 1:00 pm.