

Marshfield Convention & Visitors Bureau
Meeting Minutes
June 10, 2009
MACCI Conference Room

Present: Mike Feirer, Terry Anderson, Ron Dielmann, Barb Beck, Scott Koran
Absent, excused: Todd Diedrich
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson

Chairman Feirer called the meeting to order at 10:00am

Citizen Comments

None were heard.

Meeting Minutes

Motion by Dielmann, second by Koran, to approve the minutes of the April 8, 2009 meeting. Motion carried. (The Annual Tourism Awards Banquet was held in May, but no formal meeting was held.)

Financial Reports

Motion by Dielmann, second by Koran, to approve the April & May Financial Reports as presented. Kirn reported that room tax revenue is down this year compared to last. The two main contributing factors for the decline are the current economic conditions and the higher than usual revenues last year due to room occupancy for the pipeline installation. It is anticipated that room tax revenues could be down 8-10% for the year. Other CVBs in Wisconsin have told Kirn that their revenues are down 20-30%.

Old Business/New Business

Visitor Guides- Kirn reported that six advertisers have not paid for the 2009 ads after several reminder notices were sent. Dielmann offered to make some follow-up phone calls or visits.

2009 Tourism Awards Banquet- The "Best of" awards begun by a Leadership Marshfield project seemed to be a good fit for our event, but would be good to find a co-sponsor from the community. Motion by Koran, second by Anderson, to continue the awards with the following changes: fewer categories with more emphasis on "tourism related" businesses or entities and have a First Place winner only. Motion carried.

Historic Marshfield-Kirn distributed draft copy of brochure which will be available online in a PDF format or printed hard copy which will be available to all the historic sites included in the brochure plus hotels, Chamber and Bureau.

CVB June 10 meeting minutes

Pg.2

First Annual Fall Color Rally (Oct 2-4, 2009)- Kirn distributed a brochure which has been distributed to area Harley dealers and will be added to various websites and publications related to Harley owners and dealers plus restaurants, and other tourism related locations. Our goal is 500 bikers for the event with a percent of the fees raised going to House of the Dove.

Activity Report

Kirn suggested the expense of providing VIP bags for meetings and conventions could be eliminated for the rest of the year since room tax revenue is down. Motion by Koran, second by Dielmann, to discontinue VIP bags for 2009 when the current supply is exhausted. Motion carried.

Dance Weekend

Discussion was held on the pros and cons of continuing this event. Costs for bands are up and the economy is in question, but Dance Weekend does fill hotel rooms at a time of year when our hotels can use business. Motion by Anderson, second by Koran, to continue this event for the foreseeable future. Motion carried.

By-Laws Review

Revised By-laws were distributed to Board members. The Council is scheduled to vote on the Bylaws change approved by the Board in April at its' June 23, 2009 meeting.

Branding Update

Larson and Beck reported the MACCI sub-committee has heard several proposals from marketing firms around the state. A meeting with representatives of the medical complex is pending to determine ways to work together on this project rather than duplicating efforts and costs.

Motion by Anderson, second by Koran, to adjourn the meeting at 11:20am. Motion carried.

Next meeting will be Wednesday, July 8, 2009 at 10am in the MACCI conference room.

Respectfully submitted

Barb

Barb Beck
Board Secretary