

Marshfield Convention & Visitors Bureau
Meeting Minutes
July 8, 2009
MACCI Conference Room

Present: Mike Feirer, Barb Beck, Terry Anderson, Ron Dielmann, Todd Diedrich
Absent, excused: Scott Koran
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson
Guests: Ben Miller, Premier Printing; Nate Mueller, The Local Book; Shari Stecyznski, Clearwaters

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

Citizens Comments

None were heard.

Meeting Minutes

Motion by Dielmann, second by Anderson, to approve the minutes of the June 10, 2009 meeting. Motion carried.

June Financial Report

Kirn reported that room tax revenues are down approximately 13% and lower revenues can be anticipated for the next one or two quarters. Statewide, other CVBs are reporting revenues down from 10-30%. Motion by Dielmann, second by Anderson, to approve the June financial report, pending completion of the 2010 budget document. Motion carried.

Old Business/New Business

Copies of the approved and adopted change to the Bylaws were distributed to board members to keep for reference.

A clarification is required for correct calculation of Kirn's vacation pay either based on specific number of hours per week or a weekly amount. Motion by Dielmann, second by Anderson, to calculate based on annual salary divided by 52 weeks. Motion carried.

Activity Report

Motion by Anderson, second by Diedrich, to receive and place on file.

Dance Weekend Update

Kirn reported that all polka bands are booked and also the "Beatles" style band is confirmed. A concertina jam is planned to replace the cost of one polka band.

Bylaws Review

This item was tabled until the next meeting due to Alderman Wagner's absence.

CBV meeting minutes
July 8, 2009
Pg. 2

2010 Visitor Guides

Guests Miller and Mueller discussed the publication issues for next year's Visitor Guides. Miller requested the cover design be finalized by October so it can be shown as part of the ad sales presentation. The non-ad copy should be ready by the end of August. Mueller suggested that 2009 ad rates be kept for 2010 in view of the uncertain economy. Several ads for 2009 remain unpaid despite numerous phone calls and invoices. Kirn reported that more visitors are obtaining their information from the website than printed Guide and questioned if a lower number (35,000?) of Guides be printed for 2010. Miller advised that a reduced print quantity often results in a higher print cost. He will get estimates for Kirn.

Motion by Diedrich, second by Dielmann, to keep the 2010 advertising rates at 2009 pricing. Motion carried.

Fall Color Tour on the Yellowstone Trail

Kirn reported that flyers and posters have been mailed or distributed to a four state area. Websites and other area information outlets have been informed of the color tour which will be Oct 2-4, 2009. Volunteers will be needed at numerous locations that weekend and Kirn will set up a work schedule soon. This event is being co-sponsored by MACCI.

Motion by Anderson, second by Dielmann, to adjourn the meeting at 11:35am. Motion carried.

Next meeting will be Wednesday, August 12 at 10:00am in the MACCI conference room.

Respectfully submitted,

Barb Beck

Barb Beck
Board Secretary