Marshfield Convention & Visitors Bureau
Meeting Minutes
August 12, 2009
MACCI Conference Room

Present: Mike Feirer, Barb Beck, Terry Anderson, Ron Dielmann, Todd Diedrich, Scott Koran
Ex-officio: CVB Executive Director Sharon Kirn
Guests: Sherry 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 July 8, 2009 meeting. Motion carried.

Financial Report
Kirn reported that one ad in arrears from the 2009 Visitors Guide has been paid. Frequent follow-ups have been made with the remaining ad purchasers. Kirn also reported that a decline in room tax revenue could cause financial concern for 2009 when compared to 2008 revenues. Motion by Dielmann, second by Koran, to approve the July Financial Report. Motion carried.

Kirn and Diedrich reported on the final 2010 budget to be sent to the City. Many budget items were cut as room tax revenues for 2010 may continue to be down if the economy remains in decline. Motion by Dielmann, second by Koran, to approve the finalized 2010 budget. Motion carried.

Old Business/New Business
Kirn reported that the "sunflower banners" have been hung on the parkway light poles by the City. The "Wood County Tourism banners" are in poor shape; more than half are unable to be used. Beck suggested that new banners might be a possible project for the next Leadership Marshfield class. Kirn with follow-up with Debbie Bauer at MACCI. Kirn also reported that the Wood County Logo on the trailer will need to be repaired/repainted before winter storage.

The Wisconsin Department of Tourism has changed their policy of distributing Visitor Guides. Our biggest outlet, Johnson Creek, can no longer accept our guides since Marshfield is over the new 100 mile radius rule.

Activity Report
The Activity Report was reviewed and placed on file.

By-laws Review
Alderman Wagner asked to be taken off the meeting agenda.

Fall Color Tour on the Yellowstone Trail
Kirn reported that promotion of this new event continues. Brochures were distributed at the Wisconsin State Fair. Magazine advertising and Harley dealership promotions are also complete. There will be need for volunteers for all three days, October 2-4, 2009. Kirn will have a volunteer sign-up sheet at the next meeting.

Motion by Diedrich, second by Anderson, to adjourn the meeting at 11:15am. Motion carried.

Next meeting will be Wednesday, September 9, 2009 at 10:00am in the MACCI Conference Room.

Respectfully submitted,

Barb
Board Secretary