

Marshfield Convention & Visitors Bureau
Meeting Minutes
October 21, 2009
Baymont Inn & Suites

Present: Mike Feirer, Barb Beck, Ron Dielmann, Todd Diedrich, Scott Koran, Shari Steczynski

Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson

Guests: Alderman Tom Buttke, Sandra Hansen, Baymont Inn & Suites, City Planning & Economic Development Director Jason Angell

Chairman Feirer called the meeting to order at 10:00am and welcomed Shari Steczynski to the board. Shari is Sales & Marketing Coordinator at Clearwaters Hotel & Convention Center and is replacing Terry Anderson who resigned from the board to take a new position in another city.

Citizens Comments

None were heard.

Meeting Minutes

Motion by Dielmann, second by Koran, to approve the minutes of the August 12, 2009 meeting. Motion carried. (No meeting was held in September.)

August-September Financial Report

Some items are still pending for Maple Fall Fest which should be clarified with the October financial report. Motion by Diedrich, second by Dielmann, to accept the August-September financial reports, pending Maple Fall Fest clarifications.

Old Business/New Business

Diedrich reported on the pros and cons of updating the current website for a cost estimate of \$2000 versus a complete redesign of the site to include Twitter and You Tube capabilities for a cost estimate of approximately \$5000. The CVB website is in need of upgrading and “refreshing” when compared to other CVB sites around the state. The web has become our main source of information for the consumer and needs to be kept up to date. Motion by Diedrich, second by Koran, to explore a complete redesign of the website with quotes from 2-3 web designers and using funds from the Promotion portion of the budget. Motion carried. Diedrich, Deilmann and Koran will serve as a sub-committee for this project.

Kirn displayed some possible cover photos for the 2010 Visitor Guide, however she and the board agreed to have more choices before a final decision is made at the November board meeting.

Diedrich reported that room tax revenue was down 17% in the first quarter of 2009, 8% in the second quarter and an overall reduction for the year is anticipated to be approximately 9.5%. All anticipated large expenditures for the remainder of the year have been incurred.

Kirn requested that the representatives of the Marshfield Innkeepers Association request all hotels place a copy of the Visitor Guide in each hotel room, rather than just having a display in the lobby so visitors will have easier access to information.

Kirn reported that some golf venues and some restaurants have still not paid for their ads in the 2009 Visitor Guides after several attempts have been made at collection. Discussion was held on the pros and cons of not allowing these businesses to be listed in the 2010 guide unless the 2009 payments are received. Kirn will make an attempt to contact each business one more time. Kirn suggested that a new page highlighting Antiques and Quilt Shops be added to the Visitor Guide as more requests for this type of information is being received on the web and by phone.

Jason Angell distributed the newly completed Marshfield Historic Districts Walking Tour Brochures, which were developed from a grant given by the CVB to the city's Historic Preservation Committee. The brochures will be made available in various locations throughout the city.

Activity Report

The Activity Report was reviewed and placed on file.

Maple Fall Fest

Perfect weather and high attendance made this year's event a success. One change to be made for next year will be in the operation of the Pancake Breakfast. The CVB will take that responsibility back and MACCI has expressed an interest in staffing that booth.

Fall Color Tour on the Yellowstone Trail

Poor weather and low attendance challenged the first year for this event, but those who did participate encouraged the CVB to continue as the first year for an event such as this always has a low turnout. Questions regarding a Friday night event and other activities were discussed. Further brainstorming of ideas will be on the agenda for the next board meeting.

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National Trappers Convention

Kirn reported concern that some hotels are not willing to offer room blocks to the organizer of this event, which will be held August 1-8, 2010. 400 room blocks are needed.

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

The next meeting will be Wednesday, November 18, 2009 at 10:00am at Clearwaters Hotel & Convention Center.

Respectfully submitted,

Barb

Barb Beck
Board Secretary