

**Marshfield Convention & Visitors Bureau  
Meeting Minutes  
November 18, 2009  
Clearwaters Hotel & Convention Center**

Present: Barb Beck, Shari Steczynski, Ron Dielmann, Scott Koran, Todd Diedrich, Mike Feirer  
Ex-officio: CVB Executive Director Sharon Kirn  
Guests: Sandra Hansen, Baymont Inn & Suites, Debbie Bauer, MACCI, Alderman Tom Buttke

Vice Chairman Koran called the meeting to at 10:08am.

**Citizens Comments**

Sandra Hansen shared a brochure of a joint venture between the City of Menominee, MI and other business entitles which provide free bicycles for tourists to use during their vacation. Yellow bicycles are locked in racks at participating hotels and guests are given access when they register. Hansen remarked that she saw numerous yellow bikes around the city during her stay. Debbie Bauer requested a copy of the brochure to investigate if it would possibly be a Leadership Marshfield project.

**Meeting Minutes**

Motion by Dielmann, second by Koran to approve the minutes of the October 21,2009 meeting. Motion carried.

**October Financial Report**

Motion by Dielmann, second by Koran to accept the October Financial Report. Motion carried.

**Old Business/New Business**

( Feirer acted as Chair from this point forward) CVB Executive Director Kirn reported that Administrative Assistant Cindy Sternwies has resigned as of November 18, 2009. Kirn will be placing internet ads for her replacement and anticipates hiring early next year.

Kirn reported that the Pancake Breakfast tent at Maple Fall Fest would now be organized and staffed by MACCI.

Kirn reported that the concept of a “Polka Jam” will be dropped from Dance Weekend in February and an additional band will be added at a cost of \$650.00

Kirn reported that the joint Wood County episode of “Discover Wisconsin” would debut on May 1 or 2, 2010. A premiere party should be held the last week of April and dates will need to be coordinated with Wisconsin Rapids CVB. Possible party locations suggested were Wildwood Station, Rogers Cinema or Pittsville Area Foundation for the Arts where we could combine Marshfield and WI Rapids. Our annual Tourism Banquet will still be held in May to give each event its own identity.

Kirn reported that ad sales for the 2010 Visitor Guides are up with a net gain of new advertisers. A mock-up of the cover, which Kirn received just prior to the meeting, indicated that a banner ad placed across the bottom of the front cover had been sold which is contrary to the Bureau's instructions on ad sales. Motion by Beck, second by Dielmann, to have no ad placement on the front cover and to re-direct prominent placement of said ad to an interior page( page 3 or after) and to allow a full page ad if the customer desires that size ad. Motion carried.

Feirer directed Kirn to ask both Mueller Publishing and Premier Printing to attend the December board meeting to discuss any issues relating to the 2010 Visitor Guide and future years sales and publication.

Debbie Bauer, representing Scott Larson, reported that a tentative date of Saturday, March 13, 2010 has been set for a second SnoCross race at Power Pac. It would be a one-day event culminating their season with a banquet to be held at Clearwaters that evening with an estimated banquet attendance of 125-150 people. A sanction fee of \$3500, split 50/50 between MACCI and CVB is required, but the two parties would retain food sales and gate sales. Motion by Dielmann, second by Steczynski, to approve disbursement, when required, of \$1700 for CVB's portion of the sanction fee. Motion carried.

Sunday, December 6, 2009, will be the evening for CVB and MACCI to jointly volunteer at Rotary Winter Wonderland. Signup sheets were distributed.

#### **Dining/Taverns/Bars**

#### **Fall Color Tour on the Yellowstone Trail**

The above items were tabled until the January, 2010 meeting.

#### **National Trappers Convention**

Kirn reported that a decision on food items to be served at the National Trappers Convention is needed so she can work with various food vendors to avoid duplication of menu selection. Feirer indicated that the American Legion will work with CVB and share profits 50/50. He and Kirn will meet to decide those menu choices so Kirn can then contact the other vendors.

Motion by Koran, second by Dielmann, to adjourn at 12:10pm.

**Next meeting will be Wednesday, December 9, 2009 at 10am in the MACCI conference room, followed by a Christmas Lunch at Nutz Deep.**

Respectfully submitted,

*Barb*

Barb Beck

Board Secretary