

**Marshfield Convention & Visitors Bureau
Meeting Minutes
December 9, 2009
MACCI Conference Room**

Present: Mike Feirer, Ron Dielmann, Barb Beck, Shari Steczynski, Todd Diedrich
Absent: Scott Koran
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson
Guests: Alderman Tom Buttke, Ben Bauer, Premier Printing, Nate Mueller, and Mueller Publications

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

Citizens Comments

None were heard.

Meeting Minutes

Motion by Dielmann, second by Steczynski, to approve the minutes of the November 18, 2009 meeting. Motion carried.

November Financial Report

Motion by Diedrich, second by Steczynski, to approve the November Financial Report. Motion carried.

Old Business/New Business

Kirn reported that plans for the Premiere Party for the Wood County episode of “Discover Wisconsin” are underway at the Pittsville Performing Arts Center on Monday, April 26, 2010. Costs for the facility and catering are still pending.

Kirn reported on the 2009 “Spuds, Berry and Dairy Tour” which was cancelled due to lack of reservations. The cancellation resulted in a \$3000 fee, which will be shared by the three communities of the Central Wisconsin Tourism Group (Stevens Point, Wisconsin Rapids and Marshfield). Attendance was also low on the 2008 tour. It will be Marshfield’s turn to host in 2010 and there is concern that with the economic situation still uncertain perhaps the tour should not be held in 2010, but re-evaluated for 2011. Motion by Dielmann, second by Diedrich, to recommend that the 2010 tour be cancelled and re-evaluated for 2011. Motion carried.

Activity Report

The November Activity Report was placed on file.

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2010 Visitors Guide

Guests Bauer and Mueller provided an update on ad sales and printing of the 2010 Visitors Guide. Mueller reported that ad sales and revenue are up over previous years, but additional sales time was required to accomplish it. Mueller requested payment of approximately 8% of sales to recover the cost of expenses incurred.

Bauer presented the proof of a second draft for review by Kim. First revisions resulted in the reduction of 3 pages, but a net of 4 additional pages will give space for all ad sales. Discussion was held on the pros and cons of adding pages versus cutting copy. Either way, there will be additional cost to the Visitor Guide for 2010.

Chairman Feirer requested that Premiere Printing and Mueller Publications prepare plans for the 2011 Visitor Guide, including a timeline and ideas for any cost savings to be implemented.

Motion by Dielmann, second by Steczynski, to pay \$3,284.34 to Mueller Publications and to requests bids for the 2011 Visitor Guide ad sales and printing. Motion carried.

Website Design Proposals

A proposal from SitePro was received via fax just prior to the meeting offering little time to review it. The overall cost for upgrading the CVB website would be \$10,000, payable over three years. This company has recently updated the Eau Claire website and board members were asked to view it for content. Other website design companies were discussed as possible sources. Motion by Steczynski, second by Diedrich, to have a presentation by SitePro at the next possible meeting date. Motion carried.

National Trappers Convention

Kim reported that letters to possible food vendors for the convention are being prepared. No duplication of food categories will be allowed so attendees will have a broad menu selection. CVB will be the only vendor offering breakfast items.

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

Next meeting will be Wednesday, January 13, 2010 in the MACCI conference room.

Respectfully submitted,

Barb

Barb Beck
Board Secretary