# Marshfield Convention & Visitors Bureau Meeting Minutes March 10, 2010 MACCI Conference Room

Present: Mike Feirer, Barb Beck, Scott Koran, Todd Diedrich

Absent, excused: Ron Dielmann, Shari Steczynski

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

Larson

Guests: Tom Buttke City Alderman; Greg Smith, Managing Director Discover Wisconsin

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

#### **Citizens Comments**

None were heard.

## **Meeting Minutes**

Motion by Diedrich, second by Koran, to approve the minutes of the February 3, 2010 meeting. Motion carried.

# February/March Financial Reports

Motion by Koran, second by Diedrich, to approve the February and March financial reports. Motion carried.

#### **Old Business/New Business**

Kirn presented preliminary information on the 2010 Dance Weekend, which shows a financial loss resulting from low attendance at the Friday evening venue at the Legion. Advance sales of passes and general attendance at the Polka venue continued strong. A new effort to track overnight visitors indicated that 76 hotel rooms were sold and 28 restaurant visits were made. Discussion was held regarding attendance for "The Brittens" on Friday night. Feedback received from those in attendance was very positive while ticket sales were low. Motion by Koran, second by Beck, to invite "The Brittens" back for 2011. Motion carried.

Larson reported the SnoCross race will be held on March 13, despite the warm, rainy weather, as PowerPac has been hauling snow onto their track all winter and it should be race ready. Due to probable inclement weather, the quantity and choices will be cut for food sales.

Kirn distributed a tentative guest list for the "Discover Wisconsin" premiere party for review. The party will be Monday, April 26, 2010 at the Pitttsville Performing Arts Center. She also reminded the board that the Annual Tourism Banquet is scheduled for Wednesday, May 12, 2010 at the American Legion.

CVB meeting minutes March 10, 2010 Pg.2

Kirn reported the tour information for the Annual Trappers Convention in August has been given to the convention planners for approval. She recently learned that a State Tourism "JEM" grant could be available for the convention since it is an event we would try to host again. The grant application process has begun. Kirn also reminded the board that CVB is responsible for a VIP Party on August 4, 2010.

#### **Activity Report**

The Activity Report was reviewed and placed on file.

#### **Website Link**

Greg Smith, Managing Director of Discover Wisconsin, presented a new tool that has been developed since CVB first contracted for the TV episode that will premiere on May 1, 2010. This tool would offer a direct link from Discover Wisconsin to our website, providing a video player which they would host so there would be no issue for additional band width. There would be a cost of \$3000 and Greg wanted the board to be aware of this tool since CVB is currently discussing updating and enhancing our website. Banner ad space is also available which could be sold to offset the cost. Hotels, restaurants, golf courses, tourism attractions, etc. could also provide video spots to be added to the website at their cost or Discover Wisconsin offers video service at a cost of \$3500 contracted separately.

#### **Annual Review**

The above topic will be tabled until the next meeting date.

Motion by Koran, second by Beck, to adjourn at 11:45am. Motion carried.

Next meeting will be Wednesday, April 21, 2010 at 10:00am in the MACCI conference room.

Respectfully submitted,

### Barb

Barb Beck Board Secretary