

Marshfield Convention & Visitors Bureau
Meeting Minutes
June 23, 2010
MACCI Conference Room

Present: Mike Feirer, Barb Beck, Scott Koran, Larry Buffington, Shari Steczynski
Absent, excused: Todd Diedrich
Ex-Officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson
Guests: Alderman Tom Buttke

Chairman Feirer called the meeting to order at 10:00am and officially welcomed Larry Buffington, Associate Manager, Perkins Restaurant & Bakery, to the Board.

Meeting Minutes

Motion by Steczynski, second by Koran, to approve the minutes of the April 21, 2010 and May 12, 2010 meetings. Motion carried.

April/May Financial Reports

Larson reviewed the reports from both months to update the Board. Beck asked if the ancillary costs related to printing and distributing the annual Visitor Guides could be added to the Visitor Guide account information and Larson indicated that a sub-account could be added in the future.

Motion by Koran, second by Buffington, to approve the financial reports as presented. Motion carried.

Activity Report

Kirn has sent a mailing to over 500 American Legion Posts in the Midwest to promote the Fall Color Ride, Oct 2-3, 2010 and also will advertise in the Legion magazine.

Kirn reported that most items for the National Trappers Convention are in place or close to being finalized. Glass mugs with the trappers logo will be sold at the convention and Kirn presented quotes. Motion by Koran, second by Buffington, to approve the purchase of the glass mugs not to exceed a cost of \$1750.00. Motion carried.

There is a VIP Reception for the Trappers on Wednesday, August 4, 2010 at Wildwood Station and the Board should mark their calendars. Volunteers will also be needed on August 5-7 to staff the two information booths at the Fairgrounds.

Kirn distributed worksheets to sign up for volunteering at the Wood County Tourism Booth at the Wisconsin State Fair in West Allis, August 4-15, 2010.

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Unfinished Business

Kirn reported on a meeting with she, Diedrich and Marshfield Clinic Marketing Director, Al Chaney to follow up on "Branding Marshfield" The Clinic has a branding concept that could be shared with CVB and we would need to work with an outside marketing firm to launch the brand. Chaney needs further approval from Clinic management.

Kirn updated the Board on bookings for Dance Weekend, February 11-12, 2011. One polka band has promised to bring three motorcoach groups, which will impact attendance.

The Board recommended booking "The BriTins" for a second year at the American Legion as feedback on their first performance was very positive although attendance was down.

A new committee to revise the Event Funding forms is needed. Buffington, Steczynski and Koran will meet after the next board meeting to begin the process.

New Business

Beck reported on a Parliamentary Procedure seminar, sponsored by the City of Marshfield, which she and Feirer attended. Items such as correct agenda and proper motions were discussed. Beck will incorporate changes to the agenda as minutes are prepared.

Motion by Koran, second by Steczynski, to adjourn at 11:20am. Motion carried.

Next meeting date is Wednesday, July 14, at 10:00am at Clearwaters Hotel & Conference Center

Respectfully submitted,

Barb

Barb Beck

Board Secretary