

**Marshfield Convention & Visitors Bureau
Meeting Minutes
September 15, 2010
Clearwaters Hotel & Convention Center**

Present: Mike Feirer, Barb Beck, Shari Steczynski, Larry Buffington, Scott Koran, Todd Diedrich

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

Guests: Alderman Tom Buttke, Josh Miller, City of Marshfield

Meeting Minutes

Motion by Koran, second by Buffington, to approve the minutes of the July 15, 2010 meeting. Motion carried. (No meeting was held in August.)

July/August Financial Reports

Larson provided an overview of the financials and reported the Bureau is in a good cash position at this time. Motion by Diedrich, second by Steczynski, to approve the financial reports as presented. Motion carried.

Unfinished Business

Diedrich reported on a meeting with Al Chaney, Marshfield Clinic, regarding their concept of a "Doc Marsh". The Clinic will draft an agreement with the Bureau, which will allow the Bureau to use the character, but retain copyrights with the Clinic. The Clinic also requires that the Bureau utilize a marketing firm to develop a marketing plan to launch this character.

Kirn reported that attendance at the National Trappers Convention set a record at approximately 8,000, including attendees and the most vendors. All feedback has been very positive, although a larger shower facility would be a definite plus for a future convention proposal.

Kirn reported that 150 vendors are confirmed for Maple Fall Fest. MACCI is doing the Pancake Breakfast for the first time this year. The Wildwood Zoo Society is offering hayrides for kids around the park and zoo.

Kirn proposed the Bureau consider a smaller size visitors guide, which is the current trend for 2011. Fewer printed guides are needed as more information requests are fulfilled via the website. A smaller guide would reduce printing and mailing costs also. The board requested that Kirn obtain bids and mockups from Heinzen and Premier. Motion by Koran, second by Buffington, to replace the larger visitor guides with a single page, eight-fold brochure for 2011. Motion carried.

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Activity Report

The Activity Report was reviewed and placed on file.

New Business

Josh Miller, Planning and Zoning Administrator, City of Marshfield, attended the meeting to represent the Historic Preservation Committee. The committee intends to re-print the Historic Walking Tour brochures and is asking the Bureau to consider funding an estimated cost of \$3000 in the 2012 budget since the 2011 budget as already been approved. The board recommended that the committee consider designing a brochure as a marketing tool to be used to attract visitors to our community which would better fit the Bureau's mission and proper use of room tax funds. A fund raising partnership was also presented as a possible source of funds. Miller will take the Bureau's suggestions back to the next meeting of the committee.

Kirn reported that plans are near completion for the Fall Color Motorcycle Ride on October 2-3, 2010. Attendance is difficult to estimate since the weather was so poor for last year's first time event. Kirn will have 100 T-shirts printed for 2010.

Feirer reported that the City needs to relocate the "Welcome sign" on North Central Ave which will cost about as much as a new sign. Although we had agreed to fund a fourth sign when the Highway 10 reconstruction project is completed. The City has requested that we consider funding the relocation of the third sign and ask a new Leadership Marshfield class to raise funds for the last/fourth sign when the highway is finished. Motion by Buffington, second by Steczynski, to fund to cost to relocate the "Welcome sign" on North Central Ave, per bid received by the City but not to exceed \$25,000, and to no longer fund a fourth new sign. Motion carried.

The meeting adjourned at 11:45 a.m.

Next meeting will be Wednesday, October 13, 2010 at 10a.m. at Clearwaters Hotel & Convention Center.

Respectfully submitted,

Barb

Barb Beck
Board Secretary