Marshfield Convention & Visitors Bureau
Meeting Minutes
October 13, 2010
Clearwaters Hotel & Convention Center

Present: Mike Feirer, Barb Beck, Scott Koran, Shari Steczynski, Larry Buffington, 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 10:05 am.

Meeting Minutes
Motion by Koran, second by Steczynski, to approve the minutes of the September 15, 2010 meeting. Motion carried.

September Financial Report
Motion by Koran, second by Diedrich, to approve the September Financial Report. Motion carried.

Unfinished Business
-"Doc Marsh". Diedrich reported that a meeting with the Clinic's Legal Department will be held prior to the next board meeting to finalize details of the copyright agreement. The need for a detailed marketing plan, specific to the Bureau's needs, was discussed. Motion by Diedrich, second by Buffington, to pursue the option of utilizing a university marketing class, with assistance from the Clinic, to develop a marketing plan. Motion carried.

-Maple Fall Fest. Kirn presented an estimated financial report indicating a profit from the event, although some expenses are still pending. Suggestions discussed for 2011 planning include designated parking area for handicapped and elderly; no band or stage; keep the large tent for food seating.

-Fall Color Tour. Kirn reported that the Bureau will not sponsor a Motorcycle Ride on the Yellowstone Trail again. Kirn proposed, instead, using the Osceola & St Croix Valley Railway to bring a train fall color tour for an overnight trip next year. The Railway board will discuss this option at their October board meeting and report back to Kirn. Motion by Buffington, second by Diedrich, to move forward with planning if the Railway agrees. Motion carried.

Activity Report
The September Activity Report was reviewed and placed on file.

New Business
-2011 Visitor Guide. Kirn reported that four quotes have been received for the new Visitor Guide format with an initial cost estimate of $6,000-7,000. She will be meeting with a graphic artist from Premier Printing to discuss the city map design. A smaller number of ads will be available and letters will go out by month end to previous advertisers.

Motion by Koran, second by Buffington, to adjourn at 11:40am. Motion carried.

Next meeting will be Wednesday, November 10, 2010 in the MACCI conference room.

Respectfully submitted,

Barb
Barb Beck
Board Secretary