

**Marshfield Convention & Visitors Bureau**  
**Meeting Minutes**  
**April 6, 2011**  
**MACCI Conference Room**

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

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

Absent, excused: Shari Steczynski, Larry Buffington

Guest: Alderman Tom Buttke

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

**Meeting Minutes**

Motion by Koran, second by Diedrich, to approve the minutes of the March 2, 2011 meeting. Motion carried.

**February Financial Report**

Larson gave a review of the financial report for February including cash flow and current assets. Room tax revenue has improved when compared to 2010. Motion by Diedrich, second by Koran, to transfer \$40,000 from the Treasurer's Working Capital to the Money Market Account and to approve the February Financial Report. Motion carried.

**Unfinished Business**

2012 Event Funding Applications. The current application form and process was thoroughly reviewed. Motion by Diedrich, second by Koran, to add two additional categories for grant eligible events; school or community sporting events and smaller, one day community events. Motion carried. Kirn and Beck will develop and email a revised application form to the Board in May for approval at the June Board meeting.

**Activity Report**

The March Activity Report was reviewed and placed on file.

**New Business**

2011 Tourism Banquet. The annual tourism banquet will be on Wednesday, May 4, 2011 at 5:30pm at the American Legion. The program will include a representative from the State of Wisconsin Department of Tourism, an update on the U of FL marketing plan proposals, "Best of Marshfield" awards, and service employee awards. Invitations will be in the mail this week.

The meeting adjourned at 11:20am.

**Next meeting will be 10:00am, Wednesday, May 11<sup>th</sup> at Clearwaters.**

Respectfully submitted,

***Barb***

Board Secretary