

Marshfield Convention & Visitors Bureau
Meeting Minutes
May 11th, 2011
Gondolier Restaurant

Present: Larry Buffington, Al Chaney, Todd Diedrich, Mike Feirer, Scott Koran, Shari Steczynski
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson, CVB Assistant Jina Wolf
Guests: Alderman Tom Buttke, Steve Luchik, Barb Beck

Chairman Feirer called the meeting to order at 10:05 am.

Election of Officers

Motion by Koran, second by Buffington to name Todd Diedrich president of the CVB Board. Motion by Feirer, second by Buffington to reelect Scott Koran as Vice President. Motion by Koran, second by Feirer to name Larry Buffington Secretary/Treasurer.

Meeting Minutes

Motion by Koran, second by Feirer to approve the minutes of April 6, 2011. Motion carried.

March/April Financial Report

Larson gave a review of the CVB's financial standings for March and April, 2011. The first quarter room tax check has not been reflected on the financial reports.

Unfinished Business

Diedrich and Larson will meet with the Rotary Winter Wonderland Marketing Committee to discuss how the CVB can be more involved with Rotary Winter Wonderland with hopes of bringing more visitors to Marshfield for the event. The grant amount has been tabled.

Activity Report

The April Activity Report was reviewed and placed on file

New Business

Six different marketing plans were submitted by students from the University of Florida-Gainesville. The winning group was determined based on the logo and tagline they created as well as the other creative material they conceived. An intern from the class will come to Marshfield for a short time period to train staff and launch the new ideas. He or she will then return to Florida to carry out the rest of the project.

Dance and Romance Weekend was tabled and will be discussed at the next meeting.

Revisions to the 2012 grant application form are to be made. Next year's application will clarify the need for events to bring in overnight guests in order to be considered for a grant.

The meeting adjourned at 12:16 pm.

The next meeting will be at 10:00 am on Tuesday, June 21st in the MACCI Conference Room.