Marshfield Convention & Visitors Bureau
Meeting Minutes
June 21st, 2011
Gondolier Restaurant

Present: Larry Buffington, Al Chaney, Todd Diedrich, Scott Koran
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson, CVB Assistant Jina Wolf

Diedrich called the meeting to order at 10:12 am.

Meeting Minutes
Motion by Koran, second by Buffington to approve the minutes of May 11, 2011. Motion carried.

March/April Financial Report
Larson gave a review of the CVB's financials. Motion by Koran, second by Chaney for acceptance.

Unfinished Business
Further revisions will be made to the 2012 grant application. The requested funding amount will be open ended with a cap of $500. Motion by Chaney, second by Buffington to utilize the application after changes have been made.
The marketing plan created by the UF-Gainesville class is being put into action.

Dance and Romance Weekend will be a one-day event in 2012 which will only feature a polka venue. Motion by Koran, second by Chaney to have Kirn research the cost of polka bands for an event in either February or summer of 2012 and report back to the board at the August CVB meeting, keeping in mind a budget of $11,000.

Activity Report
The May Activity Report was reviewed. Motion by Koran, second by Buffington to accept the report.

New Business
Kirn presented new event ideas which the UF-Gainesville students incorporated into their marketing plans. Further discussion was centered around a women's weekend, which will be discussed further at future meetings.

The planning for Maple Fall Fest is well underway. Sponsorship letters have gone out to local businesses. The maple syrup contest will be held on Saturday rather than Sunday as in the past. A new addition to the festival will be a maple dessert contest.

The City of Marshfield requested that the CVB contribute to the emergency services expense at Farm Technology Days in July. Motion by Chaney, second by Buffington to provide up to $1,000 to sponsor the services.

Motion by Diedrich, second by Buffington to adjourn the meeting at 12:03 pm.

The next meeting will be at 10:00 am on Tuesday, July 26th at the Gondolier.