# Marshfield Convention & Visitors Bureau Meeting Minutes August 31, 2011 Gondolier Restaurant

Present: Larry Buffington, Al Chaney, Todd Diedrich, Alderman Mike Feirer, Steve Luchik

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

Excused: Scott Koran

Diedrich called the meeting to order at 12:38 pm

# **Meeting Minutes**

Motion by Chaney, second by Feirer to approve the minutes of July 21<sup>st</sup>. Motion carried.

# **July Financial Report**

Motion by Buffington, second by Chaney for acceptance.

## **Unfinished Business**

Because the UF-Gainesville students provided the CVB with such quality work, the CVB would like to hire them a second time to create a marketing plan that would concentrate on meeting & convention spaces, social media, and motorcoach. Motion by Chaney, second by Luchik to allow Kirn to return to UF-Gainesville in January.

The bands for Dance & Romance Weekend have been hired. A sponsorship opportunity has been offered to Security Health Plan and the Marshfield Clinic which is currently under consideration.

# **Activity Report**

The July Activity Report was reviewed.

### **New Business**

It was decided that there will not be an entertainment tent at Maple Fall Fest due to lack of sponsorship.

There was more conversation about hosting a Women's Weekend in 2012. This event is only tentative at this point and will be discussed at future meetings.

The meeting adjourned at 1:50 pm.

The next meeting will be held at 12:00 pm on Wednesday, October 5<sup>th</sup> at the Gondolier.