Marshfield Convention & Visitors Bureau
Meeting Minutes
October 5, 2011
Gondolier Restaurant

Present: Larry Buffington, Al Chaney, Todd Diedrich, Alderman Mike Feirer, Scott Koran, Steve Luchik
Ex-officio: CVB Executive Director Sharon Kirn, MACCI Executive Director Scott Larson, Jina Wolf

Diedrich called the meeting to order at 12:00 pm

Meeting Minutes
Motion by Feirer, second by Koran to approve the minutes of August 31st. Motion carried.

August Financial Report
Motion by Buffington, second by Koran for acceptance.

Unfinished Business
There are still plans to host a Women's Weekend in 2012. A well-known speaker/performer will be needed to build a large attendance at this event.

The Yellowstone Trail will celebrate its 100th anniversary in 2012. The Marshfield CVB and other Wisconsin CVBs located on the trail are hoping to host events that will create awareness of the trail. Another milestone in 2012 is the 125th anniversary of the Marshfield fire. There is a possibility the two anniversaries will be combined into one event that will celebrate both times in history.

The vendor fees for Maple Fall Fest will increase by five dollars per booth space in 2012. Kirn is to create a list of all duties performed during Maple Fall Fest and present it to the board.

Activity Report
The August and September activity reports were reviewed.

New Business
The Marshfield Clinic has committed to being a sponsor for Dance and Romance Weekend. Other sponsorship opportunities are still needed. A partnership with another local business or radio station may be beneficial.

Marshfield will be hosting the Small Town Baseball tournaments in July of 2012.

The 2012 visitor guide will have five panels rather than four as in 2011. Advertising rates will remain the same for 2012.

The meeting adjourned at 1:00 pm.

The next meeting will be held at 12:00 pm on Wednesday, November 9th at the Gondolier.