Marshfield Convention & Visitors Bureau
Meeting Minutes
November 9, 2011
Gondolier Restaurant

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

Diedrich called the meeting to order at 12:00 pm

Meeting Minutes
Motion by Koran, second by Luchik to approve the minutes of October 5th. Motion carried.

September Financial Report
Motion by Chaney, second by Feirer for acceptance.

Unfinished Business
MACCI will not be hosting the breakfast during Maple Fall Fest in 2012. Diedrich will extend an offer to the FFA to be in charge of it next year, or partner with another organization to make it run successfully.

Tickets for Dance and Romance Weekend will be available for purchase online this year. The CVB will also promote the event through social media.

The CVB and MACCI have united to create a hospitality group which will be focused on bringing more meetings and conventions to Marshfield.

The CVB had previously committed to taking part in the marketing services provided by the University of Florida-Gainesville, which start in January. Motion by Buffington, second by Chaney to contact the university to see if another business is able to take the CVB's spot this year. If that is not an option, the CVB will remain true to their commitment of participating in the marketing plan. The marketing services will revolve around a marketing campaign and promotional materials designed to attract more tours to come to Marshfield.

The 2012 Visitor Guide will be presented to the board before being sent to print.

Activity Report
The October activity report was reviewed.

New Business
There are still plans to host a Women's Weekend in 2012. Kirn has been researching a well-known speaker that will draw a large crowd.

Grant applications are ready to be sent out after one minor change.

The meeting adjourned at 2:09 pm.

A meeting will not be held in December. The date for the next CVB meeting will be decided at a later time.