## Marshfield Convention & Visitors Bureau Meeting Minutes March 14, 2012 Gondolier Restaurant

Present: Larry Buffington, Todd Diedrich, Alderman Mike Feirer, Scott Koran, Steve Luchik

Absent (excused): Al Chaney

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

Diedrich called the meeting to order at 12:01 pm

## **Meeting Minutes**

Motion by Luchik, second by Buffington to approve the minutes of February 8, 2012. Motion carried.

## **Financial Reports**

Financials from February 2012 were reviewed and placed on file. Motion by Buffington, second by Koran to accept the financial report.

## **Activity Report**

The February activity report was reviewed.

The Best of Marshfield Area Survey will begin in April. It was suggested that the survey be added to the CVB Facebook page. Creating table tents for area businesses may also push participation from the community or visitors.

The CVB Tourism Banquet will be held on Wednesday, May 9<sup>th</sup>.

The Northwoods Bike Tour will be stopping in Marshfield in July. Kirn and Diedrich have helped the organizer find a local group of people to help with certain tasks while bike tour participants are in Marshfield. A representative from the bike tour has also asked for funding from the CVB to help with costs of portable toilets and a bus shuttle. Motion by Buffington to deny contributions to the bike tour. Motion passed.

Dance and Romance Weekend will be held in 2013. Kirn will acquire information on potential bands for next year and present her findings to the board at the next meeting.

Doc Marsh will not be used as the character to represent the CVB. Further ideas will be explored after a marketing plan is obtained in April.

First by Koran, second by Buffington to adjourn the meeting at 1:25 pm.

The next meeting will be held on Wednesday, April 11th at 12:00 pm.