Marshfield Convention & Visitors Bureau
Meeting Minutes
April 11, 2012
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, MACCI Executive Director Scott Larson

Diedrich called the meeting to order at 12:00 pm

Meeting Minutes
Motion by Feirer, second by Koran to approve the minutes of March 14, 2012. Motion carried.

Financial Reports
Financials from March were reviewed. Motion by Luchik, second by Buffington to accept the financial report.

Activity Report
The March activity report was reviewed.

Old Business
The Best of Marshfield Area Survey will run until April 25th. Results will be announced at the Tourism Banquet and will also be posted on the CVB's website the following day.

The Tourism Banquet will be on Wednesday, May 9th. The Guest Speaker is Dave Fantle, Deputy Secretary from the Wisconsin Department of Tourism.

New Business
Sara Klavis from the Wisconsin Department of Tourism will be presenting at the Hospitality Group's meeting on May 16th. The meeting will start at 2:00 pm in MACCI's conference room.

An inquiry was made about the cost to advertise on the CVB's website after the initial advertising sales are complete. Motion by Buffington, second by Koran to charge $100 to those who want to be listed in the Dining or Shopping section of the website yet this year. Board member also agreed that the CVB should develop ad space available for purchase on the website for 2013. Motion by Koran, second by Buffington to have electronic ads available for purchase next year.

Channel 7 approached the CVB regarding the promotion of Marshfield in the "Your Town Channel 7" Segment. Motion by Buffington, second by Feirer to participate in the promotion.

Motion by Chaney, second by Luchik to adjourn the meeting.

The next meeting will be held on Wednesday, June 27th at 12:00 pm at the Gondolier Restaurant.