

# **Marshfield Convention & Visitors Bureau**

Meeting Minutes – September 25, 2013.

*Present:* Larry Buffington, Alderman Gary Cummings, Scott Koran, Ex-officio: CVB Director Matt McLean, Ann Dieringer, Guests: Josh Miller and Keith Meacham  
*Absent:* Cory Latourell, MACCI Executive Director Scott Larson, Al Chaney

**McLean called the meeting to order at 1:00 pm.**

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## **I. Meeting Minutes**

Motion made by Koran, second by Cummings to approve the minutes from August 28<sup>th</sup>

## **II. Financial Report**

Financials from August were reviewed. Motion by Koran, second by Buffington to accept the report.

## **III. Activity Report**

McLean gave an overview of recent activity at the CVB.

## **IV. Soo Engine Discussion**

The Historic Preservation Committee along with the Parks and Recreation Department wish to restore the Soo Line Steam Locomotion. The last time this engine was restored was in 1995 but it was not complete. They will be applying for a TAP Grant through the DOT and they are looking for additional funding from the CVB. Eventually they would like to make the engine a historical location, allowing people to enter the inside of the locomotion.

## **V. Maple Fall Fest Wrap Up**

Approximately \$13,845 in profit. Overall very positive feedback from vendors and the community. In the future, McLean would like to see the CVB outsourcing the event to an event management company and have the CVB do more marketing.

## **VI. Visitor Guide 2014**

Marshfield Clinic is our first main sponsor taking the back cover of the guide for \$3,000. Ann and Matt to do sales calls alongside Premier Printing.

## **VII. FCA Sports Event**

McLean would like to partner with Weston, WI for an alternative sporting event to take place in Marshfield.

## **VIII. Electronic Sign Update**

Graphics received for new signs. Will be contacting other sign companies for more bids to see if Stratford Sign's bid of \$35,000 is comparable to others.

## **IX. Udder Mudder Wrap Up**

Event had over 800 paid runners. They have decided to host the event again next year.

## **X. Winter Wonderland**

Presented Hotel Marshfield with ideas for a New Year's Eve event.

## **XI. New Business**

-Sharon's claim has been denied unless she can provide that she was not in a management role and being paid salary.

-Dieringer looked into hosting a Gus Macker basketball event in Marshfield. Cost to host the event would be about \$17,000.

**The next meeting will be held on Wednesday, October 30 at 12:30 pm at Hotel Marshfield**

**Motion by Buffington, second by Koran to adjourn the meeting at 2:40 pm.**