

Marshfield Convention & Visitors Bureau

Meeting Minutes – January 30, 2013

Present: Todd Diedrich Alderman Gary Cummings, Scott Koran, Cory Latourell
Absent: Larry Buffington, Al Chaney -excused
Non Board Members CVB Director Matt McLean / MACCI Executive Director Scott Larson/
Present: Sandra Hansen

McLean called the meeting to order at 11:35 am.

I. Meeting Minutes Oct. & Nov 2013.

Motion made by Cummings, second by Todd D. to approve the minutes from October 30th meeting.
Motion by Gary C., second by Scott K. to approve the minutes from November 20th meeting.

II. Financial Reports

Financials from October, November, and December 2013 were reviewed. Motion made by Todd D., second by Scott K. to approve financial statements collectively.

III. Activity Report

McLean gave an overview of recent activity at the CVB.

IV. 2014 Goals

McLean present list of goals to the board. Goals will be reviewed at each successive meeting with updates on status.

V. Small Town Baseball

Two events are scheduled in July. STB has paid outstanding debt from 2013 and CVB is writing grant for 2104 World Series event.

VI. 2014 Winter Thaw/Winter Fest

McLean presented info regarding Hockey, Curling, and plans for Winter Thaw event. 7 Hockey teams have signed up and curling event is planned and in promotion. Winterfest promotion is out and the CVB is partnering and a sponsor of the event.

VII. Winter Wonderland and Rockin NYE Wrap Up

The CVB is wants to expand holiday heartfelt weekend opportunities and promotion for 2104 with Rotary Winter Wonderland and the Hotels Rockin' New Year's Eve event was a success with 130 attendees, 30 packages with hotel, and total of 45 estimated overnights with an estimated economic impact of \$11,000.

VIII. 2014 Visitor Guide Update

McLean presented a draft of the guide. The guide will be available digitally the first week of Feb. and in print by mid-February.

IX. National Association Sports Council

The CVB recently joined the NASC for \$800 per year. His site is council is a great source for leads on sporting events. It features a site where you can bid on events that will work best of your specific area.

X. NASC update

McLean presented info about tradeshow for sports event sales leads and confirmed he will be in attendance in Oklahoma City at the end of March for the event.

XI. Electronic Sign Update

The CVB as presented with its goals to pursue a digital reader board on veterans parkway.

XII. New Business

- Cultural Fair Grant was submitted and voted on by the board. The grant did not receive approval.
- S. Kim labor department dispute was dropped
- 2014 Compensation for CVB Director – the board discussed the 2014 compensation level for the CVB Director. A three (3) percent increase, not to exceed \$1,200, to wages was agreed upon, effective

01/01/2014.

**The next meeting with lunch provided will be held on Thursday, February 27th at 11:30 am at the Chestnut Center for the Arts located at 208 S Chestnut Ave, Marshfield, WI
Meeting adjourned at 1:45 pm.**