



Minutes of the
BAYFIELD COUNTY TOURISM-FAIR COMMITTEE

Tuesday, April 27, 2021, at 4:00 PM

EOC Room, Bayfield County Annex Building, 6th Street, Washburn, WI & Remote – via Microsoft Teams

Members Present: Larry Fickbohm, James Crandall, Mary Dougherty, Tom Snilsberg

Members Absent: Charly Ray

Others Present: Mary D. Motiff, Tourism Director; Ursula M. Garrison, Fair Coordinator

- I. **Call to Order:** The meeting was called to order at 4:04PM by Fickbohm
- II. **Motion to Approve Tourism Fair Committee March 2, 2021 Minutes – (Crandall/Dougherty) Motion carried.**
- III. **Public Comment:** No Public Comment.
- IV. **Budget Review:** – Motiff went over the shortfall for the completion of Phase III of the electrical project. An amendment will most likely have to be made.
- V. **Discussion and Possible Action on Request for Additional Hours for Clerk II Position –** Motiff presented three options for an increase in hours up to 62% of FT. This position is currently at 50% FT. **Motion (Dougherty/Crandall) to increase position to 62%. Motion Carried.**
- VI. **Fair Planning –** Motiff went over the status of entertainment contracts, roaming beer sales and possible Committee Recognition of Superintendents who have been there for 25 years or more. Fickbohm would like the recognition to come from the full board. We still need superintendents and judges; this may affect what departments are available. We are still looking for a Fair Assistant and Advertising is being reserved. Premium list updates are in progress.
- VII. **Buildings & Grounds –** There was a break in at the Fairgrounds over the winter. Motiff proposed installing Ring Cameras that would send alerts directly to the Police Department. We signed a contract with Jolma for Phase III of the electrical project and are still looking for a Seasonal Fairgrounds Maintenance Assistant. Winter Storage is underway.
- VIII. **Tourism Report from Director –** Motiff reviewed the department Goals & Objectives and shared some updates on specific activities including: Developing two itineraries through WI Dept. of Tourism Cooperative Marketing Program w/Turner Media; Advocating for Bayfield County Hiking trails to be included on Travel WI Trails widget; working with Land Records, facilitated Scenic Byway Council meeting, participated virtually in the WI Governor's Conference on Tourism. Motiff also shared Tourism Statistics - Sales Taxes in March were down, but still 10% above last year's numbers at this time and Visitors' Requests continue to increase.
- IX. **Future Agenda Items and Next Meeting Date –** The Next meeting is scheduled for June 15, 2021 at 4 pm in the EOC and remotely.
- X. **Adjournment –** the meeting was adjourned at 5:03 pm.

Respectfully submitted by:

Ursula M. Garrison
Fair Secretary