



Minutes of the
BAYFIELD COUNTY TOURISM-FAIR COMMITTEE

Tuesday, July 20, 2021, at 4:30 PM

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

Members Present: Larry Fickbohm, James Crandall, Tom Snilsberg, Charly Ray

Members Absent: Mary Dougherty

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

- I. Call to Order:** The meeting was called to order at 4:32PM by Fickbohm
- II. Motion to Approve Tourism Fair Committee April 27, 2021, Minutes – (Crandall/Snilsberg) Motion carried.**
- III. Public Comment:** Larry Frostman spoke to the committee about the possibility of creating a track for bike racing at the fairgrounds in front of the Grandstand. Races would be held during the summer. Practices would be held on Saturday and the races would be on Sunday. Frostman also indicated the Veterans Across the Pond organization would run the events.
- IV. Budget Review:** – Motiff went over Budget and Planning. Recommended an increase in hours for the Tourism Admin position and an increase in hours and wages for the Fairgrounds Caretaker position. Motiff recommended combining the Caretaker position with other departments like Forestry, Recreation, etc. so it can be a permanent, full-time position.
- V. Fair Update** – Motiff went over the status of the fair including Sponsorships, which are up 137% over budget; Superintendents, we still need a photography superintendent; Judges, we have all our judges in place; Exhibitors, which are down from 2019 and Volunteers which are also down from previous years.
- VI. Buildings & Grounds** – Motiff reported that we have filled the Caretaker position, but we will not have any experienced grounds staff during the Fair. However, the Highway Department will help. Motiff also reported that the Phase 3 Electrical project is almost finished.
- VII. Tourism Report from Director** – Motiff reviewed the department Goals & Objectives and shared some updates on specific activities including: Meeting with Dept. of Transportation, Tourism and other National Scenic Byways in Wisconsin to discuss promotion of the Byways; Working with Ashland Chamber of Commerce on 2-County Bike Map; Securing Speaker for Lake Superior Day event in Port Wing. Sales Taxes in June are up 74% over last year at this time and Visitors' Requests continue to increase.
- VIII. Future Agenda Items and Next Meeting Date** – The Next meeting is scheduled for September 22, 2021, at 4 pm in the EOC and remotely. Future agenda items – talking about Highway Dept. to Engineer.
- IX. Adjournment** – the meeting was adjourned at 6:00 pm.

Respectfully submitted by:

Ursula M. Garrison
Fair Secretaryw