



Minutes of the
BAYFIELD COUNTY TOURISM-FAIR COMMITTEE
Wednesday, July 20, 2022, at 5:00 PM
Bayfield County Fairgrounds

Members Present: Larry Fickbohm, James Crandall, Jeremy Oswald, John Rautio, Steve Sandstrom

Members Absent: none

Others Present: Mary D. Motiff, Tourism Director; David Eades, Fair Coordinator

- I. **Call to Order:** Meeting was called to order at 5:02PM by Fickbohm
- II. **Motion to Approve Minutes of May 18, 2022 (Crandall/Oswald) Motion carried.**
- III. **Public Comment** – none.
- IV. **Tourism Report from Director**
 - a. IPW was worthwhile, 4800 destinations, international travel appointments set up with tour operators. Much interest in our area. Hosted a tour operator and spent 3 days in area.
 - b. Dept Goals & Objectives with Activities
Accessibility tour with AINL and Chambers, Byway grant has been submitted for projects along byway (\$1.4 million).
 - c. Measurable Data Review including Analytics and Sales Tax
Presented reports, sales tax up, VG guides up from pre-pandemic, paid social media on hold in summer due to being busy already - will ramp up in fall and winter
- V. **Discussion on Fair**

Poster handed out to members to distribute. Monster trucks planning is moving forward; County Highway Department working on track, have a half dozen cars, number of vendors about the same, looking for breakfast booth, still working on beer garden and music, BART moved to Saturday, working on tough truck show using sponsors and special ads to promote, looking for volunteers - will reach out to last year's clubs.
- VI. **Discussion and Action on Proposed 2023 Department Budget**

Largest increase in budget is the new wage increase. Revenue - hope for gate increase, beer increase, flat for exhibitor and winter storage, donations up, ad revenue up because of snowmobile map so down for ATV map year, postage down, lodging up for conference opportunities.
Sandstrom – commented that the deficit is covered by levy dollars. Oswald questioned why no capital improvements, electric done, Motiff is not sure of needs at this time. This is intended for large projects and the smaller projects fall under repair and maintenance.
Motion to approve (Crandall/Sandstrom) - Motion carried
- VII. **Buildings and Grounds Update**

Exhibit Hall doors have been fixed. Lighting for exhibit hall has been ordered and will be replaced next week (LED's replacing fluorescent lights.) New caretaker has been hired. Hood is replacing basketball backboards, rims, and nets.
- VIII. **Future Agenda Items and Next Meeting**

Oswald would like to see information on the impact of tourism on the community included in strategic plan.
Room tax discussion. Health department may start using software that will help track 3rd party rentals, like Airbnb.
- IX. **Next meeting** - September 28, 4:30pm at EOC
- X. **Adjournment** – the meeting was adjourned at 6:31pm

Respectfully submitted by:

Mary D. Motiff
Director, Tourism & Fair