



Minutes of the
BAYFIELD COUNTY TOURISM-FAIR COMMITTEE

Wednesday, September 22, 2021, at 2:00 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, Mary Dougherty

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

- I. **Call to Order:** The meeting was called to order at 2:03PM by Fickbohm
- II. **Motion to Approve Tourism Fair Committee July 20, 2021, Minutes – (Crandall/Snilsberg) Motion carried.**
- III. **Public Comment:** No public comment
- IV. **Budget Review:** – Motiff went over Budget. There were some changes made at the Executive Committee meeting. Percentage of hours increase for Tourism Clerk is included in this budget. There were also cuts made to items in the budget without a corresponding cut in revenues generated by those items. Motiff will bring discrepancy up to Abeles-Allison.
- V. **Review of the 2021 Fair** – Motiff went over this item at the July 22 meeting, one notable difference was the increase in beer sales from 2021 despite lower attendance.
- VI. **2022 Fair Planning** – The district meeting and Annual Convention are approaching; committee members will have to decide if they are attending or not. Motiff indicated that Mark Abeles-Allison stated the highway budget has been increased to account for work during the fair. Staff continuity at the fairgrounds is a concern – in the past we have had full-time staff; we have been getting by with Part-time staff.
- VII. **Buildings & Grounds** –
 - a. **Use of Fairgrounds** - Fickbohm brought up use of the Fairgrounds beyond Winter Storage. Motiff indicated that having big events at the fair is a great idea but also requires lots of extra staff time if we are putting on the event. Crandall indicated they had come up with the same idea for Drummond, but it will take a promoter and we may not have the population to support those types of events. Motiff indicated that one way for this to work is if an organization rents the fairgrounds and puts on an event. There is current interest in having a Drive-in Theatre at the Fairgrounds.
 - b. **The Dairy barn** – Motiff reported that repairs need to happen before winter storage. There was also discussion about security cameras being installed at the fairgrounds.
 - c. **Horse Arena** - Fickbohm reported recent soil testing in the horse arena indicates there is at least 7 feet of pure sand. Fickbohm wants to purchase a horse arena design – the plan will let us know what type of material we would need to purchase. According to Fickbohm, Abeles-Allison indicated there is room in the budget if needed.
- VIII. **Tourism Report from Director** – Motiff reviewed the department Goals & Objectives and shared some updates on specific activities including: The National Scenic Byway ribbon cutting ceremony. Plans for hosting a Travel Writer group and visitor spending being down only 2%, which was the second least on the state visitor spending report.
- IX. **Future Agenda Items and Next Meeting Date** – Future agenda items – Update on discussions with Highway Dept. and Engineering firms for horse arena design.
- X. **Adjournment** – the meeting was adjourned at 6:00 pm.

Respectfully submitted by:

Ursula M. Garrison
Fair Secretary