

Minutes of the
BAYFIELD COUNTY TOURISM-FAIR COMMITTEE

Tuesday, November 30, 2021, at 4:00 PM

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; Carol Fahrenkrog, Bayfield Chamber of Commerce; Sarah Keller, Hiebing – (4:30 pm-4:50 pm); Melissa Martinez, Washburn Chamber of Commerce.

- I. **Call to Order:** The meeting was called to order at 4:05PM by Fickbohm
- II. **Motion to Approve Tourism Fair Committee September 22, 2021, Minutes – (Crandall/Ray) Motion carried.**
- III. **Public Comment:** Ms. Fahrenkrog from the Bayfield Chamber updated the committee on winter events and cancellations. The Apostle Islands Sled Dog Race has been canceled, but the Iron River Sled Dog Race will take place. Winter Fest is coming back. Ray expressed support for the chamber and indicated the Dog Races will be missed.
- IV. **Budget Review:** – Motiff went over Budget report reviewing expenses and revenues and indicating we budgeted conservatively. We are still on track with Revenues primarily due to higher Winter Storage Fees, Beer Sales & Donations.
*Sarah Keller from Hiebing (Marketing/PR firm for the WI Dept. of Tourism), arrived. **Motion to alter the agenda and skip to Tourism Report - (Snilsberg/Ray) Motion carried.***
- V. **Discussion and Possible Action on 2022 Fair Planning** – Motiff went over potential Friday Grandstand Event like Bull Riding and Carnival Contract, which is due for renewal this year for a 3-year term. **Motion to renew Carnival Contract at \$35, \$36 & \$37K for the next three years respectively. Bull Riding at \$17,250 - (Crandall/Ray) Motion carried.**
- VI. **Buildings & Grounds –**
 - a. **Dairy Barn Roof Repair** – Repairs are done. Drone will fly over to inspect roof repairs.
 - b. **Winter Storage** – We’re still looking at options for security cameras at fairgrounds. Our wireless equipment is reaching the end of its life and will need to be replaced soon.
 - c. **Horse Arena** - Motiff indicated that Pocernich had mentioned there was a Horse Arena Blend mix available for purchase. He would inquire into what it will cost and how much we need to cover the surface of the arena – moving the arena as had been suggested will not fix the problem as the soil composition is the same throughout the fairgrounds.
 - d. **Update on Potential New Events at Fairgrounds**
 - i. **Outdoor Movie** – Motiff & Garrison met with group interested in having drive in movies at the fairgrounds. More details to come as they are available.
 - ii. **Bike Races** – Motiff spoke with Larry Frostman who indicated he’s cautiously proceeding with plans – Covid dependent. Looking for sponsors.
 - iii. **Metal Detectors** – Committee consensus it’s fine for individuals to do this activity at the fairgrounds.
- VII. **Tourism Report from Director** – Sarah Keller from Hiebing (Marketing/PR firm for the WI Dept. of Tourism), is managing a cooperative advertising program with Arrivalist to show detailed analytics on Tourist arrivals. Dashboard showed Bayfield County ranked 43rd most visited County and 13th in length of Stay. The Dashboard tells us where visitors are arriving so that we can focus our marketing efforts in those areas. Martinez indicated we should use data to break into new markets, but Motiff indicated it’s difficult

to break into new markets given our budgetary constraints. Overall, the program confirmed our thoughts and will help us tailor our marketing strategies further.

- VIII. Department Goals & Objectives with Activities** – Motiff went over goals & activities and encouraged everyone to look at Tourism’s Facebook page and let her know what things they would like to see shared.
- IX. Measurable Data Review including Analytics & Sales Tax** – November numbers are up 40% from last year. We have numbers similar to Ashland, where they have much more industry.
- X. Future Agenda Items and Next Meeting Date** – Next meeting is scheduled for January 18, 2022, at 4 pm.
- XI. Adjournment** – the meeting was adjourned at 6:00 pm.

Respectfully submitted by:



Ursula M. Garrison
Fair Secretary