



Minutes of the
BAYFIELD TOURISM & FAIR COMMITTEES
Tuesday, January 29, 2019 at 4:30 PM
EOC Room, Bayfield County Annex Building, 6th Street, Washburn, WI

Members Present: Larry Fickbohm, James Crandall, Fred Strand, Jeremy Oswald
Others Present: Mary D. Motiff, Tourism Director; Ursula M. Garrison, Fair Coordinator

- I. **Call to Order:** The meeting was called to order at 4:33PM by Fickbohm.
- II. **Motion:** (Strand/Crandall) to approve the minutes from the November 13, 2018, Tourism/Fair Committee Meetings. **Motion Carried.**
- III. **Public Comment** – No public Comment
- IV. **Budget Review** – Motiff reviewed 2018 Tourism Budget with committee members
- V. **Tourism Update** – Motiff discussed Department Goals and Objectives: Sales Tax, Podcast Analytics, Facebook statistics, Website Analytics, Travel Wisconsin and the upcoming episode of Discover WI, “Trails at the Top” episode which will air on February 2nd. The episode will also be available on the DW Roku channel. Motiff reported the DW Premier party was a big success with approximately 125 people in attendance; Governor’s Conference on Tourism is scheduled for March 17-19 in Wisconsin Dells. Motiff reported she will be attending the WI Leadership Academy – a 60 HR program that culminates with a recognition ceremony at the WI Counties Association conference in September. Motiff also reported on committee/regular meetings including the County Website Committee, ITBEC Tourism Advisory Committee, Scenic Byway, Namekagon River, Area Chambers, NGLVC Board of Directors (representing Friends of the Center).
- VI. **Report from Fair Convention** – Staff and Committee members reported on the Annual Convention in Wisconsin Dells.
- VII. **Fair Planning** – Motiff reviewed the status of various aspects of Fair planning including entertainment, judges, premium list, and superintendents.
- VIII. **Building & Grounds Update** – Motiff reported on Phase II Electric project, repairs to Safe Room door, tree planting grant and use of grounds contracts.
- IX. **Future Agenda Items and Next Meeting Date** – Next meeting set for January 29 at 4:30 pm
- X. **Adjournment** - The meeting adjourned at 5:48 PM.

Respectfully submitted by:

Ursula M. Garrison
Fair Secretary