



Minutes of the  
**BAYFIELD COUNTY TOURISM-FAIR COMMITTEE**

*Tuesday, March 2, 2021 at 4:00 PM  
Online Meeting – via Microsoft Teams*

**Members Present:** Larry Fickbohm, James Crandall, Mary Dougherty, Charly Ray

**Members Absent:** Tom Snilsberg

**Others Present:** Mary D. Motiff, Tourism Director; Ursula M. Garrison, Fair Coordinator; Fred Strand, Bayfield County Board of Supervisors Vice-Chair; Mark Abeles-Allison, County Administrator (4-4:43pm, 4:55-5:30pm); Kellie Pederson, Community Development Educator; David Anderson, AOEI President

- I. **Call to Order:** The meeting was called to order at 4:02PM by Fickbohm
- II. **Motion to Approve Tourism Fair Committee January 26, 2021 Minutes – (Crandall/Ray) Motion carried.**
- III. **Public Comment:** No Public Comment.
- IV. **Budget Review:** – Motiff went over budget line items along with scenarios that attempt to decrease the levy by 2%, 5% and 7% overall as requested by the Administrator. Due to the projected increase in salaries in 2022, the scenarios represent higher cuts than listed above. Motiff also indicated we have already cut many different expenditures in our budget over the past 5 years. Any further reductions can have a seriously negative impact and may be unrealistic. Motiff also went over potential revenue increase opportunities including an increase in the Winter Storage Fees for the 2021-2022 Season.
- V. **Discussion and Possible Action on 2021 Fair and Fairgrounds Fees – Motion (Crandall/Dougherty)** to increase Winter Storage Fees to \$12.00 a running foot. **Motion Carried.** Motiff reviewed the critical need for the Committee to make a decision as to whether we will have an in-person Fair in 2021. After lengthy discussion which included considering the percentage of vaccinated people in the county, there was committee consensus to move forward with an in-person fair and Motiff was given the go-ahead to sign the Carnival Contract.
- VI. **Discussion and possible Action on Bid Results for Phase III Electric Project** – Motiff reported that she has had multiple conversations with the contractor, the engineer and the highway department to try to reduce the cost of this project, which is currently \$40,000 over our budgeted amount. Abeles-Allison recommended trying to complete the entire project this year to avoid further increases in costs next year. Costs will be verified, so the Tourism/Fair Committee can make a recommendation to the Executive Committee to approve the difference in costs.
- VII. **Discussion on Tourism-related Topics**
  - a. Countywide Trail Coordination (Charly Ray) – Ray proposed establishing or facilitating a county-wide trail coordination network. After some discussion, the committee was in consensus that this function is outside the scope of the department’s mission.
  - b. Electric Car Charging Station (Larry Fickbohm) – Abeles-Allison indicated equipment is being shipped in early May and that by early summer we should have something in place. We will have to wait and see what the availability will be so we can see if we can promote it.
- VIII. **Tourism Report from Director** – Motiff reviewed the department Goals & Objectives and shared some updates on specific activities including: maximizing the new National Scenic Bayway designation of the Wisconsin Lake Superior Scenic Byway, participating in Washburn’s Community Branding Initiative led by UW-Madison Extension, working with Turner Media on itinerary development. Motiff also shared Tourism Statistics - Sales Taxes in

*2021-03-02 Minutes*

February were another record month – we are 12% over last year at this time. Visitors’ requests in all categories were higher than last year. YouTube and Facebook advertising winter campaigns were successful.

**IX. Future Agenda Items and Next Meeting Date** – The Next meeting is scheduled for April 27, 2021 at 4 pm in the EOC and remotely.

**X. Adjournment** – the meeting was adjourned at 6:04 pm.

Respectfully submitted by:

A handwritten signature in cursive script that reads "Ursula M. Garrison".

Ursula M. Garrison

Fair Secretary