



Minutes of the
BAYFIELD TOURISM-FAIR COMMITTEE
Tuesday, September 29, 2020 at 3:00 PM
EOC Room, Bayfield Annex Building, 6th Street, Washburn, WI

Members Present: Larry Fickbohm, James Crandall, Tom Snilsberg, Charly Ray

Members Absent: 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 3:04PM by Fickbohm
- II. **Motion to Approve the July 28, 2020 Tourism Fair Committee Minutes – (Snilsberg/Ray) Motion carried.**
- III. **Public Comment:** No Public Comment.
- IV. **Budget Review –** Motiff went over budget with committee. The Fair’s Capital Budget for Phase 3 of the Electric Project has been moved to 2021.
- V. **Update on 2020 Virtual Fair –** Motiff went over the results of the virtual Fair. Participation exceeded expectations. Entries can be viewed on Facebook and results are posted on the website. Premium checks are being processed and should be mailed out in October.
- VI. **2021 Fair Planning:** Motiff presented the proposed 2021 Entertainment Schedule, which is a rollover of the 2020 plan.
- VII. **Buildings & Grounds Update –** Motiff reviewed work performed at the fairgrounds which included the Grandstand and the painting of Maintenance Building – which still needs a new roof. Winter Storage is scheduled for October and is the last big project of the year.
- VIII. **Tourism Report from Director –** Motiff reviewed the department’s Goals & Objectives and some of the recent activities which included developing a “Scenic Routes in Bayfield County” map to help visitors looking for fall color drives, planning and executing a 2-day video/photo shoot to capture images of outdoor recreation, participating in a meeting with the Governor’s Blue Ribbon Commission on Rural Prosperity. Motiff also shared Tourism Statistics - Sales Taxes were up 32% in September compared to September 2019 – which is an all-time high and puts us 6% higher over last year YTD. Visitors’ requests continue to exceed last year’s requests in all categories.
- IX. **Future Agenda Items and Next Meeting Date –** The Next meeting is scheduled for November 17 at 4 pm.
- X. **Adjournment – the meeting was adjourned at 4:09 pm.**

Respectfully submitted by:

Ursula M. Garrison
Fair Secretary