

**Town of Barnes Tourism Committee meeting  
Wednesday, September 25, 2014 8:30 am.  
Barnes Town Hall, Barnes, WI**

Members present: Tom Krob, Barb Romstad, Julie Bohl, Carol LeBreck

Also present: PJ Foat, Susan Pagnucci, Bruce Hanson, Mary Motiff

**8:30 am – Acting Chairperson Tom Krob called the meeting to order**

**1. Verification of public notice/quorum established**

Tom verified public notice had been posted per state statutes. Tom conducted a roll call of the members present to establish a quorum; quorum established.

**2. Agenda approval**

Julie made a motion to approve the agenda as posted, Tom second; motion carried.

**3. Appointment of a new committee chairperson**

Committee chairperson, Suzanne Widmar and vice-chairperson, Sharon Hough have both resigned from the TOB Tourism Committee. Some discussion took place as to how we will proceed and who will be appointed chair of the committee. Barb made a motion to postpone this agenda item until the end of the meeting in order to get input from Mary Motiff, Bayfield County Tourism Director for the canoe/kayak event discussion, agenda item number 7. (Mary had another commitment and would be leaving the meeting at 9:30 am.)

**4. Canoe/Kayak event for 2015**

Tom started the discussion of the canoe/kayak race with information from the TOB insurance carrier, stating it would be covered under the town's policy. He advised the group that the town's attorney and the WTA were less supportive of the race being sponsored by the TOB. The group cited Grand View's Firehouse 50 bike race which is sponsored by the town of Grand View, and the race in the winter that is sponsored by the Town of Gordon Recreation Committee. Tom asked Mary Motiff how Bayfield County as a public organization can sponsor the Bayfield County Fair. Mary advised the group as to the challenges, both monetary and volunteer participation, that they face in putting on the fair.

Mary presented numerous marketing opportunities available to the TOB through the Bayfield County Tourism Department, specifically the Bayfield County Visitor Guide and the Bayfield County Tourism Website. She advised the group that her department's primary role was the marketing of tourism. Her advice for marketing tourism for towns was to use existing networks such as the various chambers in the area and even Trip Advisor. She also strongly suggested that we work to develop content-based advertising that advises visitors how to visit the area – such as an itemized plan for a day visit or planned itineraries for visits

involving specific activities. The group briefly discussed other media advertising opportunities, specifically the Indianhead Travel Guide and Up North Magazine. Returning to the topic of the canoe/kayak race, Mary advised the group that in order to have an event placed on the statewide tourism calendar that information needs to be submitted by October 15<sup>th</sup>. Further discussion followed concerning specifics of the race. Several committee members felt there should be a charge for the race and participants would each receive a T-Shirt included in the participation fee. The group brainstormed on some other race details. Barb asked the group to reconsider the name assigned to the event at the last meeting. After a small amount of discussion Barb made a motion to change the name of the event to *VattenPaddel*, Tom second; motion carried. Carol made a motion to ask the Town of Barnes to support the VattenPaddel 2015 event by approving it as a town function, Julie second; motion carried. Barb will work with a graphic artist to develop several logo ideas for the event – hopefully to be ready by the next Tourism Committee meeting. She indicated that the graphic design costs of promoting the event will be covered by donations.

#### **5. Budget Matters**

Bruce asked for some clarification about his role in developing the line items for the Tourism Committee budget that will be presented to the TOB board next week. A little confusion ensued and Julie provided the minutes from a previous meeting that gave him the direction needed. He will work with Julie on the budget breaking it down into the categories and items previously outlined with specific dollars assigned to each line/item. Barb will provide estimates for web page development([visitbarnes.com](http://visitbarnes.com)) and signage discussed at previous meeting.

#### **6. Bicycle Race from Iron River to Barnes in June 2015**

Geri Dresser, director of the Iron River Chamber of Commerce is proposing a bike race for 2015 that would begin in Iron River and end in Barnes. The route would flip in 2016 and the race would start in Barnes and end in Iron River. The concept is in its beginning stages. The group agreed it would be interested in a joint biking event with Iron River. We will be interested in receiving more information on this in the future.

#### **8. Appointment of new committee chairperson**

Bruce assisted the group in understanding a path forward to fill the vacant positions of chair and vice-chair of the committee. Carol made a motion to have Julie serve as committee chair through the end of the current term, Barb second; motion carried. Tom made a motion to have Barb serve as secretary/treasurer through the end of the current term, Julie second; motion carried. Barb made a motion to have Carol serve as vice-chair through the end of the current term, Tom second; motion carried.

The group discussed possible additions to the committee to replace the two who had resigned. Julie made a motion to ask the town board to approve adding PJ Foat to the Tourism Committee, Carol second; motion carried. Several people suggested specific individuals be asked if they were interested in serving on the committee and the group agreed on a method for contacting those people.

#### **6. Other business**

Susan Pagnucci brought up several items concerning the Tomhawk Park project that she had agreed to research;

- The project of creating a plan for paths and a fire pit isn't Ann Brovald's area of expertise. Some discussion took place about a fire pit and possible walking paths in the park. Carol agreed to ask Bayfield County Water and Land Conservation Department if it would be willing to help us with the project.
- The need for better signage, perhaps even a map, within the park area so visitors know about the recreation opportunities and the location of specific amenities at the park.
- The idea of a Disk Golf Course in Barnes.

#### **7. Adjournment**

Julie made a motion to adjourn the meeting, Carol second; motion carried

#### **8. Next meeting**

Wednesday, October 1, 8:30 am Barnes Town Hall

**The September 25, 2014 meeting of the TOB Tourism Committee adjourned at 10:45 am.**