

**Town of Barnes Tourism Committee meeting
Thursday, April 3, 2014 8:30 am.
Barnes Town Hall**

Members present: Tom Krob, Julie Bohl, Sharon Hough, Barb Romstad, and Suzanne Widmar
Also present: Bruce Hanson, Geri Dresen

8:30 am - Chairperson Suzanne Widmar called the meeting to order

1. Verification of public notice/quorum established

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

2. Approve minutes

Sharon made a motion to approve the minutes from the March 5, 2014 meeting, Tom second; motion carried.

3. Agenda approval

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

4. Input from Geri Dresen – Iron River Chamber of Commerce

Geri interviewed the committee to get input to help her understand what our goals were.

She informed us of the top 3 reasons people visit NW Wisconsin; mom and pop atmosphere, scenery, and fishing. Geri also outlined the Iron River Chamber's response to calls from visitors inquiring about things to do and places to eat. Some discussion took place on ideas the group had. Geri asked the group what it might consider her role to be in our future plans. She told us that the Iron River Chamber is already distributing information about the town of Barnes – specifically the Barnes Calendar of Events and the 4th of July fireworks. Geri reiterated what recent studies have shown; coordinating the efforts of Bayfield County towns through partnership marketing has the potential to help those towns increase visibility and impact. Geri explained that 1,000's of people travel through Iron River on HWY 2 every year; she believes that the TOB partnering with Iron River will be beneficial to our tourism efforts. The Town of Barnes can become a member of the Iron River Area Chamber of Commerce for \$60 per year.

5. Report from tourism meeting in Iron River

Bruce and Tom attended a tourism meeting recently held in Drummond. The meeting was largely attended by area Chamber of Commerce representatives. The main theme of the meeting was *maximizing the tourism efforts of an individual town through collaboration with surrounding communities.*

9:30 am - Suzanne Widmar turned the chair over to Co-Chairperson Sharon Hough.

The group discussed the pros of aligning Barnes with the area chambers. These actions would require some funding and at this time we do not have any. Sharon will approach the

Eau Claire Lakes Business Association to see if they would be willing to donate some funds to the TOB for its Tourism Committee. Tom will investigate the possibility of asking for funding at the upcoming TOB annual meeting.

6. Barnes Business Leaders/Eau Claire Association report – Sharon Hough

Sharon reported on the activities of the Barnes Business leaders.

- Upcoming meeting
- Barnes Garage Sale – June 14th , the second Saturday in June
- Barnes Bucks

7. What's Happening in Barnes Calendar

Sharon updated the group on the new *What's Happening in Barnes Calendar* for 2015. It will be in a traditional calendar format and feature pictures taken in the area.

8. Barnes tourism webpage

Some discussion took place as to whether we should have a separate tourism webpage. Sharon asked everyone to review the Bayfield County website tourism page, Eau Claire Lakes Business Association website, and the TOB Tourism and Lodging page on its website.

9. Possible grants for Tomahawk Park

Barnes needs an outdoor recreation plan prior to applying for grants to improve the town park. Tom and Bruce met with the TOB Park and Recreation Committee about moving forward to create that plan. Tom indicated that they also talked about creating some trails around the park.

The TOB will be getting funding to put in a new road from HWY N to the bridge – Tom will bring the proposal of asking for funding to make a bike lane on that new road to the town board. Some discussion took place about the development of bike and hike trails throughout Barnes.

10. Triathlon

No additional news on the upcoming event.

11. Next meeting

Friday, April 11, 8:30 am Barnes Town Hall

12. Adjournment

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

The April 3, 2014 meeting of the TOB Tourism Committee adjourned at 10:45 am.