

**Town of Barnes Tourism Committee meeting
Monday, November 3, 2014 8:30 am.
Barnes Town Hall, Barnes, WI**

Members present: Tom Krob, Barb Romstad, Julie Bohl, PJ Foat, Carol LeBreck
Also Present: Bruce Hanson

8:31 am Chairperson Julie Bohl called the meeting to order

1. Verification of public notice/quorum established

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

2. Agenda and October minutes approval

PJ made a motion to approve the agenda as posted and also the minutes from the October 10, 2014 meeting, Tom second; motion carried.

3. Friends of the Eau Claire Lakes Area (FOECLA) survey

Carl Heltne, president of FOECLA provided the attendees with an overview of the organization's strategy to be more inclusive of all the residents of the area, both lake property and non-lake property owners. He then shared the results of a recent on-line survey conducted by the organization. A purpose of the survey was to identify the interests of FOECLA in particular Barnes area activities and possible volunteer contributions of time. The activities the survey respondents ranked with the highest level of interest were: biking trails and an area farmer's market. Carl advised the group that FOECLA is interested in supporting community activities and events that coincide with its mission. When asked if FOECLA would be willing to assume a specific segment of the Vatten Paddlar responsibilities, Carl responded that such a request should be made in writing and then FOECLA would certainly consider it.

4. 2015 Vatten Paddlar corporate and business sponsorships

Barb distributed some ideas to the group on the topic of a sponsorship structure for the race. The committee members reviewed the draft of sponsorship structure and dollar amounts and discussed changes. Recognizing that area organizations may want branding opportunities as well as businesses, the group agreed to customize the sponsorship document depending on what type of business or organization it was approaching.

Barb made a motion to have Bruce contact potential corporate sponsors to identify the specific person(s) to whom the funding request should be directed, Carol second. Some discussion took place about potential sponsors and the motion was amended to; have Bruce and PJ work together to identify a list of potential corporate sponsors and Bruce will contact those potential sponsors to identify the specific person(s) to whom the funding request should be directed. Motion carried.

Barb will author a cover letter that will accompany the sponsorship requests and distribute a draft via email to the Tourism Committee members.

5. 2015 TOB Budget update

Tom reported that the TOB budget committee was very receptive to supporting the Tourism Committee's efforts. The \$5,000 line item budget request has been approved in the initial budget meetings however at the time of this meeting, it has not yet had final approval from the TOB board.

Tom clarified that \$1,750 of the requested funds, tagged for the website development, was actually moved to a separate town account, making the Tourism Committee budget \$3,250. Tourism will have access to the \$1,750 funding for website development.

6. Tomahawk Park Signs

Barb is waiting for an updated bid from Signs by Darrel since the size of the signs to appear on HWY N has increased in size. She will follow through.

The group discussed the need to spruce up the other signage actually at the park. Bruce will talk to the Park Committee about doing that. There seems to be some confusion as to what is needed to move forward in the process of requesting grant funding for Tomahawk Park projects. Bruce will supply Barb with contact information so she can find out exactly what needs to be done by the Barnes Planning and Land Use Committee in this regard.

7. Tennis/Pickleball court update

Bruce and Tom reported that they are in the process of getting quotes to resurface the tennis/pickleball courts. One of the quotes is around \$100,000 based on the poor condition of the courts. Bruce indicated there are other methods of repair, one of which is Armor resurfacing and they continue to research options. Bruce also indicated that a plan to resurface the courts might also include the development of a trail around the court/park area as well as a trail that links the town park with Tomahawk Park. Grant funding may be available for such as project as well as private funding such as a Bremer Foundation matching grant.

8. New Tourism Committee member

Barb indicated that she had contacted a potential new committee member several times and received no response. Names of potential members were discussed. PJ will follow through on the contact Barb made and advise Julie if that person is not interested. Julie will then approach an individual that the group felt would be a good addition to the committee.

9. 2015 Barnes Calendar of Events

Barb made a motion to include the Vatten Paddlar on the Barnes 2015 calendar of events, Carol second; motion carried. Barb will provide information and logo to Judy, deputy clerk who is handling the calendar setup.

10. Other business

PJ showed the committee several Economic Impact Studies that he felt would be of interest to them. The studies included the following; Bicycling, ATV, Camping and Hunting and Fishing. PJ will forward the links to the sites, from which he printed the studies, to the committee members. If he cannot find them, Julie will get copies of the printed studies to distribute to the committee members.

11. Next meeting will be December 1, 2014, 8:30 am at the Barnes town hall.

12. Motion to Adjourn

PJ made a motion to adjourn, Tom second; motion carried.

The November 3, 2014 meeting of the TOB Tourism Committee adjourned at 9:45 am.