

**Town of Barnes Tourism Committee meeting
Monday, December 1, 2014 8:30 am.
Barnes Town Hall, Barnes, WI**

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

8:35 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 minutes approval

Barb made a motion to approve the agenda as posted and the November minutes, Carol second; motion carried.

3. Path forward for Parks and Recreation DNR grant eligibility

Barb outlined the steps necessary to revise the TOB CLU plan to include the detail necessary for the town to be eligible for the DNR Stewardship grants. Barb will work with the Parks and Recreation Committee to move through the process of revising its section of CLU plan with future projects detail.

She explained that the CLU plan currently does not address building or maintenance of ATV and/or snowmobile trails and it does not adequately address the role of the motorized sports in the town. Including them in the plan for future grant funding will take more extensive changes to the CLU plan than the proposed revision does.

4. Vatten Paddlar corporate sponsor solicitation

The group reviewed the list of potential sponsors that Bruce and others put together. 5 were highlighted as possible *Presenting Sponsors* and they will be approached asking for a specific amount of money. The rest of the names on the list will receive sponsorship information also. All the potential sponsors will receive a personalized letter and a 3-page sponsorship packet. The group will supply Barb with the contact names and the addresses for all of the sponsors on the list. Barb will begin preparing the mailing materials and the group agreed we should start sending out the requests as soon as they are ready to go.

PJ Foat volunteered to approach the local businesses and ask for their support through a sponsorship. Barb will get a sponsorship agreement form to PJ so he can begin his task.

Bruce will be the official bookkeeper for the Vatten Paddlar. He will take care of opening an account at Drummond State Bank for managing the funds. Right now we don't have any money, but we're hoping that changes fast.

Some discussion took place about the logistics of the event, the route and asking local service organizations to assume responsibility for a certain race component. The group agreed that we can go ahead and send a request to the FOECLA to take on Setting the Route and Route Safety. The group will compile an itemized list of tasks at the January meeting.

5. 2015 final budget

Tom advised the group that a budget of \$3250 for the Tourism Committee was approved at the recent TOB budget meeting. That is in addition to the \$1750 approved for a redo of the TOB website.

6. Tri-Barnes

Kevin Shriver has set the date of June 20 for the 2015 Tri-Barnes. The group agreed we would like to support his efforts for the event. We will look to Kevin to give us input as to how we can do that

7. TOB website

Tom shared an email he received from the current TOB website designer. Carol suggested that we ask vendors interested in designing a website for us to submit links to several websites they have done recently. The group agreed that would be a good idea. Tom will contact Gene and ask him to send us such links and Bruce will contact Zachary Larson.

8. New committee member update

Some discussion took place about adding another member to the committee. Carol will be leaving for Florida soon and will not be available for the January – April meetings. PJ made a motion to recommend to the TOB board that Dana Hodowanic be approved as an alternate committee member if she agrees, Julie second; motion carried.

9. Other business

Bruce reminded the group that his employment as a TOB consultant is dependent on his continued employment on the *Experience Works* program.

10. Adjournment

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

11. Next meeting

Monday, January 5, 8:30 am Barnes Town Hall.

The December 1, 2014 meeting of the TOB Tourism Committee adjourned at 10:00 am.