

**Town of Barnes Tourism Committee meeting
Thursday, January 19, 2015 8:30 am.
Barnes Town Office, Barnes, WI**

Members present: Tom Krob, Barb Romstad, Julie Bohl, PJ Foat, Dana Hodowanic
Also Present: Bruce Hanson, Mike Tremblay

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 December minutes approval

Barb made a motion to approve the agenda as posted and also the minutes from the December 18, 2014 meeting, PJ second; motion carried.

3. Tourism Committee goals for 2105

Julie asked members to voice the goals each hoped to have the Tourism Committee achieve or work toward in 2015. The following were discussed:

- Finish the Tomahawk Park projects, specifically installing a fire pit(s), establishing wood chip trails, improving park signage, and installing a pump.
- Improve the town website; easier navigation, fresh graphics, include a visitbarnes.com page(s.)
- Establish additional biking and hiking trails; establish a trail around the Town Park area, establish a trail connecting the Town Park to Tomahawk Park.
- Work with the Parks and Recreation Committee to get grant funding for; resurfacing the tennis/pickle ball courts, possibly upgrading the basketball courts and ice skating rink.
- Continue to explore the possibility of facilitating the building of a campground that is ATV friendly.
- Live to celebrate the success of the Vatten Paddlar in July 2015.

4. New Tourism Committee member

Mike Tremblay was present at the meeting and expressed an interest in becoming a member. PJ Foat made a motion to ask the Town Board to approve Mike Tremblay as a member of the Tourism Committee, second Tom Krob; motion carried. The group briefly discussed the possibility of expanding the size of the committee. At this time, with Dana filling in as an alternate, we once again have a full committee. We will consider increasing the number of members in the future.

5. 2015 Vatten Paddlar

The group reviewed our sponsorship dollars and at the date of the meeting we have \$3200 in donations. The group discussed following up on contacting the sponsors to which we sent letters and have not yet received a response. Bruce will finish contacting them, Barb will

send a new letter to Como as the original was sent to the wrong address and Mike will make a personal contact at Link Brothers.

The task of timing the race was discussed and the group agreed it would be a good idea to seriously explore the option of hiring White River Sports to do the timing. Barb will follow up with them to learn more about their online registration and other services as well as the basic timing logistics. The cost of having White River handle the timing would be \$825. After a brief review of the budget it appears we would have enough funds provided we can get some of the banner costs taken care of through Northwest beverage. Barb and PJ will work on submitting artwork to Northwest to see at what level they will help us. The group also anticipates additional donations will be coming in within the next few weeks.

The route and start times for the two races were determined. Barb will have a design artist do a map of the routes and the start times were set at 10:00 am for the Elite race and 11:00 am for the Lake to Lake race.

Dana and Bruce will work on figuring out the logistics of transportation on race day for the participants.

The start line tasks were reviewed and some discussion took place. Mike Tremblay will be the liaison between the Conservation Club (which will be asked to assume the "Start Line" component of race responsibilities) and the Tourism Committee. Barb will forward the Start Line information to him.

Barb has a good start on a website for the Vatten Paddlar. She hopes to launch the site by March 1 and asked the group for permission to get Pamela Toshner started on the Facebook page. Group agreed on both the website and Facebook page as good ways to promote the race at minimal/no cost.

6. Future website

Tom expressed his strong hopes that we can begin working on the website soon. The group agreed updating the graphics and improving the navigation will give Barnes a more contemporary image. The current website is functional but not user friendly and it just looks *tired*. Julie invited everyone to bring ideas about a new site to the next meeting.

7. Tourism advertising

The Town of Barnes board approved a \$650 budget for Barnes marketing and media advertising. Tom made a motion that we ask the board to approve the Tourism Committee having access to those funds, Julie second; motion carried. Some discussion took place regarding the Town of Barnes being a member in both the Cable and Hayward Chamber of Commerce websites. PJ made a motion that the Tourism Committee sign the Town of Barnes up as a member in both the Cable Chamber of Commerce and the Hayward Chamber of Commerce, Tom second; motion carried.

8. Other business

- The amendment to the CLU plan is scheduled for public input on February 17. After the input session the Town Board will vote on approving or not approving the amendment. Once approved we will be a step closer to being eligible for DNR Stewardship grants.

9. Next Meeting Date – 8:30 am, March 2, 2015, Barnes Town Office

10. Motion to Adjourn

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

The January 19, 2015, meeting of the TOB Tourism Committee adjourned at 10:30 am.