

**Town of Barnes Tourism Committee meeting
Monday, July 27, 2015 8:30 am.
Barnes Town Office, Barnes, WI**

Members present: Tom Krob, Barb Romstad, Dana Hodowanic, Mike Tremblay, Julie Bohl, Carol LeBreck, Melissa Scully, PJ Foat

Also present: Bruce Hanson, Donna Porter

8:36 am Chair 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 July 7, 2015 minutes approval

Carol made a motion to approve the agenda as posted and also the minutes from the July 7, 2015 meeting, Mike second; motion carried.

3. Marketing/Advertising

The group discussed the placement of display ads in various publications. Bruce indicated he will be putting together a list of possible publications in which we may want to advertise along with their display ad rates. Carol made a motion to renew the same ad space we had in the 2015 Indianhead tourism publication for 2016, Dana second; motion carried.

4. TOB Website

Mike Tremblay led the discussion on the project of redoing the TOB website. Julie indicated that the town board is anxious for us to begin work on the project. One board member has expressed concern that the website still retain its official look and feel, its primary purpose being for the local government information. The group discussed the concept that the promotion of tourism in the town of Barnes would be a separate section of the website; the portal would be the official section.

Mike will begin work on developing an architecture/flow chart for the proposed site.

5. Vatten Paddlar

The Tourism Committee has concluded that the race was a success and the members enjoyed a few stories from the day. Barb recommended that the best way for us to have a meaningful debriefing of the event would be to have all the team leaders from the volunteer organizations and several key volunteers meet to review the race. That group can bring suggestions to the Tourism Committee at its next meeting, including a suggested date for the 2016 event. Barb has solicited post race suggestions from those team leaders through email and has been keeping a record of all the responses. She will organize a meeting of the team leader volunteers prior to the next Tourism Committee meeting.

The group reviewed the news release of the race as well as an ad thanking the race volunteers and sponsors. Mike made a motion that we place the ad in the August Blog and pay Lu for it, Carol second; motion carried.

Julie made a motion to reimburse the Lions Club \$10 for the picnic license they were required to purchase for the event concession stand, PJ second; motion carried.

6. Tomahawk Park Trail Map

In previous meetings the Tourism Committee and Parks and Recreation Committee liaison have discussed the updating of the ski/bike trail map at Tomahawk Park. Updating that map will be the starting point for also updating a site map of the park itself. We will place an article in the September Blog asking for citizens interested in the ski/bike trail project to step forward, the goal being to get some individuals involved who would be willing to be part of the project.

7. Committee Membership Changes

At this time Tom Krob will officially become a committee alternate and Carol LebReck will be a full time member.

Julie discussed the agreement she had made with the committee when she took on the role as temporary chair; it is time to elect a chair for the committee. She asked every member of the group to give it serious thought and be prepared to have an election of the committee chair and assistant chair at the next meeting.

8. Other Business

- Bruce will help prepare a 2016 budget to be reviewed at the next meeting.
- Carol brought up the idea discussed in past meetings of establishing a water trail on the Eau Claire Lakes. She indicated there was grant funding for such projects.

9. Next meeting date – Monday, August 24, 2015, 8:30 am Barnes Town Office

10. Motion to adjourn

Carol made a motion to adjourn; adjourned.

The July 27, 2015 meeting of the TOB Tourism Committee adjourned at 10:00 am.