



Minutes of the
BAYFIELD TOURISM & FAIR COMMITTEES
Tuesday, March 31, 2020 at 4:30 PM
Via Web Conference Call

Members Present: Larry Fickbohm, Jeremy Oswald, James Crandall, Fred Strand, Tom Snisberg.

Others Present: Mary D. Motiff, Tourism Director; Ursula M. Garrison, Fair Coordinator; Sarah Kreinbring, Bayfield County 4H Equine Council Key Leader.

- I. **Call to Order:** The meeting was called to order at 4:33 PM by Fickbohm.
- II. **Motion:** (Strand/Oswald) to approve the minutes from the January 28, 2020 Tourism/Fair Committee Meeting.
Motion Carried.
- III. **Public Comment** – No public Comment.
- IV. **Budget Review** – Motiff went over the potential impacts of the COVID-19 emergency on Tourism and Fair areas. For Tourism, we anticipate a potential decrease in Advertising and added that collection of outstanding invoices may be delayed. In the Fair area the realized impact will be determined after we decide if the Fair will take place. Motiff reported that we will see decreases in the following revenue areas: Sponsorships, Exhibitor Fees, Gate Fees, Beer Sales and Camping to name a few. Expenses would also decrease in the areas of Entertainment, Supplies, Contractual Services, Personnel (no OT). The overall impact will not be known until a decision is made. Language will be added to the Winter Storage web page to address the pick-up of items, which are scheduled to be released at the end of April.
- V. **Discussion and Possible Action Regarding Equine Council Request** – The Committee discussed the Equine Council’s Request. No Action was taken.
- VI. **Tourism Update** – Motiff shared Department Activities and reviewed Measurable Data including Analytics & Sales Tax revenue. 2019 ended with an all-time high in December as well as an all-time high for the year-end total. We received notification that Sales tax is projected to be down. Tourism is really going to be affected. Local businesses are hurting, and the stimulus package was not geared towards small, owner-operated tourism businesses. On a positive note, Motiff reported that Information requests to date are 47% higher than the previous year.
- VII. **Fair Planning** –
 - A. **Possible impacts due to COVID19** - We are on hold with regards to Fair planning (e.g. Sponsorships, Vendors, Printing of the Premium Book, etc.) The possibility of just having a digital premium list this year was discussed.
 - B. **Personnel** – We have one person that has applied for the Groundskeeper position. We have not had an interview at this time.
- VIII. **Buildings & Grounds Update**
 - A. **Electric Phase III**– Motiff has been in touch with Rick Boya. We have received updated plans and bid paperwork. Now that we’ve lost some snow we can meet at the fairgrounds. We received an inquiry about the possibility of using the Saferoom as a detainment center; we don’t have details at this time.

B. **Handicap Accessibility** – Two people have requested we provide better accessibility to people in wheelchairs at the fairgrounds. One area in question is the Market Sale pavilion. Discussed adding a pad or have an area where wheelchairs can have access. The other is the Safe Room where the lip going into the door makes the entrance problematic for accessibility.

IX. Future Agenda Items and Next Meeting Date – Next meeting will be held on April 28, 2020 via online conference call.

X. Adjournment - The meeting adjourned at 5:36 PM.

Respectfully submitted by:

A handwritten signature in cursive script that reads "Ursula M. Garrison". The signature is written in black ink and is positioned above the printed name.

Ursula M. Garrison
Fair Secretary