



Minutes of the
BAYFIELD TOURISM-FAIR COMMITTEE
Tuesday, January 26, 2021 at 4:00 PM
Online Meeting – via Microsoft Teams

Members Present: James Crandall, Tom Snilsberg, Mary Dougherty, Charly Ray

Members Absent: Larry Fickbohm

Others Present: Mary D. Motiff, Tourism Director; Ursula M. Garrison, Fair Coordinator; Fred Strand, Bayfield County Board of Supervisors Vice-Chair; Anne Marie Coy, E.H. Sanitarian; Drew Tuttle, Drummond Explorers 4-H Club.

- I. **Call to Order:** The meeting was called to order at 4:01PM by Crandall
- II. **Motion to Approve the November 17, 2020 Tourism Fair Committee Minutes – (Snilsberg/Ray) Motion carried.**
- III. **Public Comment:** No Public Comment.
- IV. **Budget Review:** – Motiff went over budget with committee and stated there isn't much to report for expenses year-to-date but noted we have been asked to reduce expenses even further in 2022, which will be difficult. Some Revenue goals might pose a challenge this year. 2020 Was a Snowmobile Map year, Snowmobile map revenue is always higher than ATV revenue. This year is an ATV year.
- V. **Discussion of 2021 Fair Planning** – Motiff went over the need for the Committee to make a decision as to whether we will have an in-person Fair in 2021. Anne Coy joined the conversation and discussed the Health Department's perspective. Currently, there are too many unknown variables. 4-H still has a ban on in-person activities, vaccine rollout and herd immunity are factors as well as COVID Plans from the Carnival and other entertainment groups. Indoor restrictions for 25% capacity on buildings is also a concern. Fair Fees were presented to the board along with a recommendation that we do not change fees this year. Committee decided to put off discussion of fees until next meeting.
- VI. **Discussion and possible Action on Bid Results for Phase III Electric Project** – Motiff reported that one bid was submitted on time, one was received after the deadline and did not include the required breakdown. Both bids, however, are much higher than the budget and the engineer's estimate for this project. Motiff will reach out to the Engineer to see why the bids are so much higher. If we can't bring the cost down, we may need to add a Phase IV to complete the process of bringing the electrical systems at the Fairgrounds into compliance.
- VII. **Tourism Report from Director** – Motiff reviewed the department Goals & Objectives. Motiff also shared Tourism Statistics - Sales Taxes in January 2021 and December 2020 were both record months. Visitors' requests in 2020 exceeded 2019 requests in all categories. Motiff went over trail report updates and the numerous locations where the information needs to be updated. Ray suggested we sponsor SkinnySki.com to lighten Motiff's workload since they already provide trail information rather than having the Department Head update all this information herself.
- VIII. **Future Agenda Items and Next Meeting Date** – The Next meeting is scheduled for March 2, 2021 at 4 pm in the EOC.
- IX. **Adjournment** – the meeting was adjourned at 5:37 pm.

Respectfully submitted by:

Ursula M. Garrison
Fair Secretary