



Minutes of the
BAYFIELD COUNTY TOURISM-FAIR COMMITTEE
Wednesday, September 28, 2022, at 4:30 PM
Bayfield County Boardroom

Members Present: Larry Fickbohm, James Crandall, Jeremy Oswald, John Rautio, Steve Sandstrom

Members Absent: none

Others Present: Mary D. Motiff, Tourism Director; David Eades, Fair Coordinator; Marla Lahti, 4H Market Sale Chair

- I. Call to Order:** Meeting was called to order at 4:32PM by Fickbohm
- II. Motion to Approve Minutes of July 20, 2022 (Sandstrom/Rautio) Motion carried**
- III. Public Comment - none**
- IV. Discussion and Action on 4H Market Sale Proposed Improvements**

The Market Sale Committee would like to invest in improvements to the Fairgrounds. Lahti described three projects.

1. Extend Concrete for washing stations on side of beef barn. There are 2 stations currently about 24' long on each end of barn and they would like to connect them for a total of about 75' of concrete. They would fund this project.
Motiff asked if there were enough electric needs in the area. Lahti said that it was lacking, and they would consider investing in the upgrade at the same time.
2. Sheep and Goat Barn sidewalk. It is difficult for wheelchairs and strollers to view the animals due to the sand. They are requesting that concrete be put in as a walkway; however, blacktop was discussed as a less costly alternative.
They are also requesting some shades to protect the animals from sun and reduce wind in the pavilion and improved lighting in the pavilion. The cost of these projects would be shared between the 4H Market Sale and the Bayfield County Fair.
3. Permanent Reception Area for Market Sale dinner. 80-100 people attend a reception prior to the Market Sale. They currently rent a tent and chairs and would like to build a permanent pavilion in the same location or in part of the current Draft Horse Barn. They would fund this project in its entirety. Lahti said the pavilion may be a better plan due to potential health codes sharing a building with animals. The space would also accommodate some permanent displays on the history of Market Sale and a plaque for the donors to the project.
The history of Market Sale was given. Crandall asked for written proposals on all projects. Sandstrom asked if there was a policy or procedure in place for such requests.

V. Budget Review

Motiff presented the 2022 budget to date. She noted that personnel costs were higher due to an increase in County wide wages that we have no control over. Everything else in the budget was normal. There were no questions from committee members.

Motiff then presented the 2023 budget projection. Most of what was asked for was accepted as is by the budget committee. Motiff noted that, due to increased paper costs, the Tourism Visitor Guide will cost more than is budgeted and will have to reduce in other areas to cover this. She also noted that the Capital budget includes new fencing in front of the grandstand and a new sound system for the fairgrounds.

VI. Review of 2022 Fair

Motiff presented a comparison of the Fair attendance and general income from 2016-2022. It showed that attendance was down from 2019 but income from tickets was up. This is due the numbers of season tickets sold compared to daily tickets and how the state counts season tickets. There were more daily tickets sold in 2022 than in 2019 and more season tickets in 2019 than in 2022.

Crandall noted a decrease in number for 4H exhibitors. Motiff stated that this has been a trend for a number of years and that more outreach will need to be done with Extension.

Motiff also reviewed a comparison of income by day during the last three fairs. It showed that the Monster Trucks did the better on Saturday and Bull Riding did better on Friday.

VII. 2023 Fair Planning

Motiff gave details on the use of a copywritten photo that caused some concern by the company who owned the image. In the end, much was learned about the Monster Truck industry. Motiff recommends using a different company for the Monster Truck show in 2023.

The Bull Riding company that we have used in the past also reached out to inquire about returning to the Fair. They are booked for 2023 but would like to be considered for 2024.

Motiff handed out a 2023 Entertainment proposal that had Monster Trucks for two days, including free Monster Truck rides, in 2023 and all other entertainment the same as in 2022. In 2024 there would be one Monster Truck Show on Saturday and Bull Riding on Friday.

Fickbohm asked if we should diversify by adding more music. Motiff explained that we do not have the infrastructure at the fairgrounds to accommodate more music and the cost would be high to do so.

Motiff gave a brief overview of the 3x3 basketball tournament. It was very successful with Hood Industries redoing the basketball courts, nets, backboards, and poles. This event can be grown and will need more bleachers in the future.

With no other objections or questions, Motiff will move forward with this plan and present details at the next meeting.

VIII. Buildings and Grounds Update

No major projects this year as we did not have a caretaker most of the year. Some projects are being delayed until next year.

Winter Storage is underway and being organized by Eades and Kurak, the new caretaker.

IX. Tourism Report from Director

A. Department Goals & Objectives with Activities

Motiff shared a list of activities that she has worked on since the last committee meeting to make progress on the department's goals and objectives including her participation in collaborative groups such as Travel Northwest Wisconsin and the WI Lake Superior Scenic Byway Council and tourism projects funded by ARPA dollars.

B. Measurable Data Review including Analytics & Sales Tax

Motiff handed out a sales tax comparison from 2102 to present showing sales tax as a record again this year for 7 out of the last 9 months. She did note that online sales tax was not included in these numbers before 2018. Crandall noted that sales tax is not just tourism. Motiff agreed but that Bayfield County is very tourism centric, so it still makes for a good indicator of tourism trends.

X. Future Agenda Items

Crandall wanted to make sure we thanked the Bayfield County Highway Department on their work at the fair. Motiff has done so already.

Oswald would like some safety language added to the ATV map in 2023. Motiff said they will add verbiage to the website.

Still having drobox issues. Motiff has pending issue with Bayfield County IT.

XI. Next Meeting Date: November 16, 4:30PM at the EOC

XII. Adjournment - the meeting was adjourned at 6:14PM

Respectfully submitted by:

Mary D. Motiff
Director, Tourism & Fair