Town of Barnes Tourism Committee meeting
Friday, October 10, 2014 8:30 am.
Barnes Town Hall, Barnes, WI

Members present: Tom Krob, Barb Romstad, Julie Bohl,
Also present: PJ Foat, Bruce Hanson

<u>8:30 am Chairperson Julie Bohl called the meeting to order</u>

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 approval**
   Barb made a motion to approve the agenda as posted, Tom second; motion carried.

3. **Approval of September 25, 2014 meeting minutes**
   Barb made a motion to approve the September 25, 2014 minutes of the TOB Tourism Committee meeting, Tom second; carried.

4. **New committee member recommendation**
   Barb indicated she had made a contact with a potential committee member but has not yet received an answer. The group discussed other possible people for the committee.

5. **Presentation to the town board of Canoe/Kayak event for 2015**
   Tom initiated a discussion concerning the town's possible involvement in hosting the canoe/kayak event in 2015. Bruce thought we could learn from similar events held by other area communities, contacting them for insight. Members discussed the reasoning behind having the town host the event. It concluded that the town has no chamber of commerce yet it has numerous active organizations. Tapping the resources within those organizations and coordinating them in the implementation of one event will have a positive community effect. The goal is to have the event take on a "life of its own" after a year or two at which point it would be an independent organization including representation from numerous participating town organizations.

   Because the committee had previously approved a motion to ask the TOB board to adopt the race as a town function the members outlined a plan for doing so. The group viewed nine logo designs for the 2015 canoe/kayak races and gathered input for the design artist to do some additional work. Barb will get the input to the artist and have the logo ready for the board presentation. She will also prepare a short Power Point that can be used to present the Canoe/Kayak race details to the board at the October 21 meeting.

6. **Mapping hiking trails in Barnes**

There is only one hiking trail mapped for the TOB on the Bayfield County Hiking Trail map that was recently published. Numerous hikes exist in the area and the idea of getting them mapped was briefly discussed.

7. **WI Indianhead magazine marketing**
   Bruce outlined the costs of having a display ad in the 2015 Indianhead tourism magazine. $150 will buy us a 3" x 3" ad. The group discussed possible content of the ad. Members concluded it would be best to have our new website www.visitbarnes.com listed in the ad. Since the magazine doesn't get distributed until January of 2015 there is time to get the website established and linked to the TOB website. Tom Krob volunteered to purchase the domain name for us for a 12 month period; he will donate the cost. Barb made a motion to approve the $150 expense for placing an ad in Indianhead magazine, second Tom; carried. Barb will work on content for the ad and distribute it to the group via email.

   Bruce will get details from Mary Motiff for placing an ad in the Bayfield County Guide magazine and forward that information to Barb. He will also get details to Barb about submitting info to be included in the state of WI Tourism website.

8. **2015 Budget planning and line item discussion**
   Julie presented the line item budget for the Tourism Committee that she and Bruce developed. The group reviewed each of the line items in detail. Barb made a motion to present the budget to the TOB for inclusion in its 2015 town budget, Tom second; carried.

9. **Next meeting date**
   The next meeting of the TOB Tourism Committee will be Monday, November 3, 8:30 am at the Barnes Town Hall.

10. **Adjourn**
    Tom made a motion to adjourn, Julie second; motion carried.

The October 10, 2014 meeting of the TOB Tourism Committee adjourned at 10:30 am.