

**Town of Barnes Tourism Committee meeting
Thursday, December 18, 2014 8:30 am.
Barnes Town Hall, Barnes, WI**

Members present: Tom Krob, Barb Romstad, Julie Bohl, PJ Foat, Carol LeBreck
Also Present: Bruce Hanson, Committee Alternate, Dana Hodowanic

8:31 am Chairperson 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 October minutes approval

PJ made a motion to approve the agenda as posted and also the minutes from the December 1, 2014 meeting, Carol second; motion carried.

3. Vatten Paddlar – discussion and possible action

PJ Foat has been soliciting sponsorships from Barnes area businesses and reported that he has received \$1550 to date with commitments from several additional businesses. With actual funding coming in, the committee moved to finalize the size/scope of the event, specifically addressing: How large of an event can we handle this first year? Some discussion followed and PJ made a motion to place participation caps on the two races as follows: the Elite segment will be capped at 25 participating craft, the Lake to Lake segment will be capped at 50 participating craft, Julie seconded; motion carried.

Further discussion centered on our being able to get the volunteers needed to administer the race successfully. The group agreed on moving ahead with the original plan of asking specific TOB service organizations to assume responsibility for a designated component of the race. The FOELCA has already been asked to assume the task of Route Setting and Safety. Dana and Barb will meet to outline specific responsibilities for the various race components and make suggestions to the committee as to which TOB organization might be asked to assume which component. Race components were identified as follows; each TOB organization will have a Tourism Committee member as a *laision*:

- Race Publicity and Promotion – PJ and Barb
- Registration and Sponsorships – Bruce
- Accounting - Bruce
- Race Course Marking and Safety – FOELCA
- Medical Team -
- Race Starts –
- Race Day Logistics (shuttling, parking and fan observation) -
- Timing and Judging -
- Prizes and Awards – Tourism Committee

- Event closing ceremony/award presentations -

The group discussed various ways the different organizations can be managed to ensure a good outcome. It was decided that each organization will be asked to have one person that will meet with an assigned Tourism Committee member on a regular basis as the plans and details of the race develop. The goal is to keep the management of the individual volunteers within the organization that has assumed responsibility of for a specific race component. Barb and Dana were assigned with the task of meeting with representatives of various TOB organizations when they have the detailed responsibility outlines completed.

The group discussed how the excess funds will be used if we conclude the race and have money left. It was decided that:

Any funds generated in excess of expenses will be awarded in prizes, invested in expanding the scope of next year's Vatten Paddlar, and/or used to fund future Town of Barnes community events.

We agreed to send thank you notes to sponsors who have contributed money and include the above policy. Barb will prepare the thank you notes and have Tom sign them.

Julie expressed some concern that she does not want the Tourism Committee to become an "Event Planning Committee". Barb reminded the group that the canoe race, along with Tomahawk Park, biking routes and a possible ice fishing contest in the winter comprised our original list of goals for our first year; so we are working on our goals. It is important that we enlist the help of local organizations to assume the various race event responsibilities to free up our committee's time to address additional tourism projects, such as the redo of the town's website.

In preparing for the next meeting, Julie asked the group to review the Committee's Mission Statement, to bring ideas for possible goals for 2015 [short- and long-term], and to generate a list of the Committee's accomplishments this year that could be shared with the Town Board and citizens.

Barb asked if she could start work on a Vatten Paddlar website and have Pamela Toshner start work on a Facebook page. No costs are anticipated to establish these avenues for publicity. PJ made a motion that we should go ahead with these social media aspects of promotion, Carol second; motion carried.

The discussion of the Vatten Paddlar, Canoe and Kayak Races concluded with the group in agreement on the following:

The event will be capped in number of participants for the purpose of our being able to manage it successfully this first year. The pre-race publicity and promotion, the registration and the race day procedures will be planned and executed in a manner that will serve as a base on which the event can grow.

4. Buy local

Tom brought up the “Buy Local” campaign done by other communities and asked for ideas on how we might be able to promote that sort of spending in the Barnes area.

5. Bike Routes

Tom indicated that Carl Heltne had asked him how our bike route project was going. Barb indicated that our local volunteers got off to a good start but didn’t do too much on the project after mid June. We did get 2 bike routes on the Bayfield County bike map and Steve Johnson wrote an article for the Bottom Line News on biking in Barnes. The need to have a Tourism Committee member serve as a “liaison” to “special project working groups” was reiterated.

6. New Tourism Committee member

PJ gave the names of two possible new committee members. The group indicated both are welcome to come to any of our meetings.

7. Other business

PJ would like to have Scott Toshner talk to the group about the walleye limits in Barnes. No date was set for this and Barb suggested that it would be a good idea for the business owners in the town to also hear Scott’s presentation.

8. Next meeting will be January 19, 2015, 8:30 am at the Barnes town office.

9. Motion to Adjourn

Barb made a motion to adjourn, Carol second; motion carried.

The December 18, 2014, 2014 meeting of the TOB Tourism Committee adjourned at 10:10 am.