



**Washburn County Tourism Assn.**

122 N. River Street, Spooner, WI 54801

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tourism@washburncounty.org

**MONTHLY BOARD MEETING AGENDA – OPEN SESSION**

**Tuesday, September 12, 2023 | 8:30 AM**

**Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**

1. Call Meeting to Order
2. Roll Call
3. Approve Current Agenda
4. Minutes of Previous Meeting(s)
5. Financial Report & Line-Item Transfers
6. Correspondence
7. Destinations Wisconsin: Fall Tourism Conference, Milwaukee
8. Personnel Committee Update
9. Future Plan(s) for WCEDC
10. Marketing Update
  - a. 2024 Visitor Guide Update
  - b. Distribution
  - c. Recent Placements
  - d. Travel Writers/Influencers
  - e. Social Media & Website Updates
  - f. Earned Media
  - g. Visitor & Web Stats
11. Outreach Update
  - a. Business Visits
  - b. 2024 Membership
12. Operational Update
  - a. Events & Fundraising
  - b. Staffing Contract Updates: Spooner Rodeo & Stone Lake Cranberry Festival
13. Citizen Comment
14. Possible Future Agenda Items
15. Adjourn

**NEXT BOARD MEETING:**

**Tuesday, October 10, 2023 | 8:30 AM**

**Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**