



Washburn County Tourism Assn.

122 N. River Street, Spooner, WI 54801

715-635-9696/1-800-367-3306

tourism@washburncounty.org

MONTHLY BOARD MEETING MINUTES – OPEN SESSION

Tuesday, October 10, 2023 | 8:30 AM

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

1. Meeting was called to order at 8:34AM by Janisin
2. **Roll Call**

	Sue Churchill	Jill Dunlavy	Maureen Hoffman	Steve Janetski	Nikki Janisin	Cristina Masterjohn	Joe McGrath	Sharon Paine	Victor Sacco	Christina Thompson	
Present	X	X	X	X	X	X		X	X		
Absent							X			X	

Others Present: Kaitlin Hanson, Kelsy Schultz, Morgan Mathiesen, Joy Melton

3. Churchill made a motion to approve the agenda as presented, seconded by Dunlavy. Motion carried.
4. Minutes of the September Monthly Board Meeting were circulated. Dunlavy made a motion to approve minutes presented, seconded by Churchill. Motion carried.
5. **Financial Report & Line-Item Transfers:** The Financial Reports for October were circulated for review. Churchill made a motion to receive the financial reports for October as presented, seconded by Dunlavy. Motion carried. Dunlavy made a motion to approve the line-item transfers of \$850.00 from Account 730-2 Equipment Upgrades and \$1000.00 from Account 730 Office Expense to be transferred to Account 731 Postage, seconded by Paine. Motion carried.
6. **Correspondence:** None
7. **2024 Marketing Plan Review:** Kelsy shared a tentative marketing plan for the upcoming year & shared planned placements. All planning is tentative pending the full budget approval at an upcoming meeting. No motion needed at this time.
8. **WCEDC Marketing Contract:** Kaitlin & Kelsy attended the September EDC meeting to present the contract previously reviewed by the WCTA Board of Directors. WCEDC Board of Directors suggested working with the corporation council to make wording revision in the contract. Tourism staff will attend the October EDC Meeting to share a revised contract after review of the corporation counsel. After further discussion, Masterjohn suggested WCTA Staff present an interim contract to allow the marketing to be started right away, followed by an Executive Committee to further review and approve the contract which will be reviewed again at the 2024 Washburn County Tourism Association Annal Meeting.
9. **Marketing Update**
 - a. **2024 Visitor Guide Update:** The guide layout has been completed and all pieces have been sent to Advance Printing to get started on the guide updates. The Tourism Staff did receive a deadline extension to allow a little more time to wrap up ad sales to better fulfill that revenue item within the budget.



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- b. **Recent Placements:** Recent placements include Travel WI Co-op Social Ad, Midwest Ride, Up North Action, Our Wisconsin, State Point Media: Great Outdoor Experiences a Drive Away, WEAU Digital & On-Air & October E-Newsletter with 50 new subscribers a total send of 4,217 and a 44.4% open rate.
- c. **Travel Writers/Influencers:** The Shrpa collaboration has concluded, and the team will wait for the assets and written pieces. Planning will be underway for a winter collaboration.
- d. **Earned Media:** Tom & Kristi Manus "Secret Wisconsin: A Guide to the Weird, Wonderful & Obscure" featuring WI Canoe Heritage Museum
- e. **Visitor & Web Stats:** Circulated for review. (Attached)

10. Outreach Update

- The Tourism Team met with Deanna from Gathering Place Resort to get a tour of the resort and the recently added RV Campground & Stopped into Ed's Coffee & Trading Company. Kelsy & Kaitlin went out to Strongman Smokehouse for a behind the scenes tour of the updates being made to the property. The Team will continue to schedule these out with area businesses.
- Kaitlin was able to attend the Minong & Shell Lake Chamber Meetings since the previous WCTA Board Meeting.
- Continuing to work on Membership dues for 2024. Kaitlin & Kelsy had an onboarding call with a new member, Tozer Lake Retreat to get their business listing active on the website. Business listings will continue to be updated and also ensure information matches the listings on Travel WI website.
- Kelsy has launched The Best of WashCo voting which will be open for two weeks. Once closed it will be entered into the Visitor Guide and the awards will be ordered in January.
- Kaitlin met with Alex at Anderson, Hager & Moe to work on planning for Local Economy Day in November. Tourism will be presenting that day among others.

11. Operational Update: Kaitlin & Kelsy presented for Finance Committee and received a tentative approval of the budget submission for 2024. The budget will be fully adopted at the November County Board of Supervisors meeting which overlaps with the WCTA Board Meeting. The WCTA Board Meeting will be moved to Wednesday, November 15th.

- a. **Event(s): The Autumn Smoke Show:** The Autumn Smoke Show is coming together. There are four breweries confirmed for the event: Castle Danger Brewery, Hop & Barrel Brewing Co., Lupulin Brewing and Round Man Brewing Co. Music is booked and confirmed courtesy of Spencer. Two event sponsors have been confirmed for a total of \$1500. Selling tickets is the biggest need for the event right now, they will available at the Visitor Center & Round Man Brewing.
- b. **Fundraising: WashCo Winter Raffle:** The WashCo Winter Raffle tickets have started selling. There are posters and tickets for anyone who would like to help sell the tickets. Kaitlin will be available to handout tickets after the board meeting. Tickets can be sold through November 30th. Need to sell a minimum of 536 tickets to cover the cost of prizes and printing of the tickets.



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- c. **Staffing Contract Updates: Spooner Rodeo & Stone Lake Cranberry Festival**
- i. Spooner Rodeo Tickets sales started Monday; it was a great first day of sales. Dick shared the numbers are up from last year. The new ticketing system has been working well. The team will starting mailing out orders at the end of the month.
 - ii. Stone Lake Cranberry Festival went great. Morgan staffed the Marsh Tour booth with a Cranberry Festival Volunteer who has done that booth for many years; they served roughly 450 people throughout the day. The team is planning to meet with Sharon to share ideas and recap how the day went for future planning of the event. Sharon shared her gratitude for the WCTA Staff and their help with the event, she also shared Kaitlin was recognized as Volunteer of the Year for the 2023 festival.
12. **Citizen Comment:** None
13. **Possible Future Agenda Items:** WCEDC Marketing Contract, 2024 Budget Approval
14. Masterjohn made a motion to adjourn, seconded by Paine. Meeting adjourned at 9:51 AM

NEXT BOARD MEETING:

Wednesday, November 15, 2023 | 8:30 AM

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