



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, November 15, 2023 | 8:30 AM

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

1. Meeting was called to order at 8:31AM 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

3. McGrath made a motion to approve the agenda as presented, seconded by Sacco. Motion carried.
4. Minutes of the October Monthly Board and October Personnel Meeting were circulated. Paine made a motion to approve minutes from the October Monthly Board Meeting and October Personnel Meeting as presented, seconded by Hoffman. Motion carried.
5. The Financial Reports for September were circulated for review. Sacco made a motion to receive the financial reports for November as presented, seconded by Hoffman. Motion carried. Paine made a motion to approve the Line-Item transfer of \$1300.00 from Account 712 to Account 731, seconded by Sacco. Motion carried.
6. **Correspondence:** Minong Flowage Association Letter; Morgan Mathiesen Notice of Leaving
7. **Executive/Personnel Committee Update:** Kaitlin shared about the committee meeting from October 18th and shared the EDC Marketing Contract that was signed & put into place. Also shared information regarding last minute changes for the event, The Autumn Smoke Show.
8. **Events & Fundraising Review:**
 - a. **The Autumn Smoke Show:** The Autumn Smoke Show financials were circulated for review. WCTA Staff are still awaiting a few invoices to wrap up payments for the event. Final numbers will be presented at a future meeting.
 - b. **WashCo Winter Raffle:** Tickets have been distributed across the county to help with sales (all Shell Lake State Bank branches, Tony’s Riverside, Klopp’s, Hemp & Home, Wild River Trail Inn, and board members). WCTA Staff will check in with ticket locations to get updates on sales. Kaitlin shared upcoming events that available for WCTA to participate in to sell the tickets. Hoffman makes a motion to approve the \$50 fee for participating at Spooner Ladies Night, seconded by Janetski. Motion carried. WCTA will also be a part set up at the Shell Lake Wine Walk with registration, no fee associated.



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- c. **2024 Planning:** Kaitlin will be setting up a committee meeting to review event ideas and layout more details to present at an upcoming meeting.
9. **2024 Budget Adoption:** The final budget draft was reviewed by the board for further changes and/or updates. No further suggestions made for the 2024 budget. McGrath made a motion to adopt the budget as presented, seconded by Hoffman. Motion carried.
10. **Marketing Update**
 - a. Recent Placements: Adventuress Magazine, On Wisconsin Outdoors, Midwest Rider, Up North Action Magazine, Our Wisconsin, Wisconsin Snowmobile News, Minnesota Snowmobiling, Travel WI Co-op Traveler Email & Social Posts, Out & About Wisconsin, WEAU Digital & On-Air
 - b. October Compass E-Newsletter - 28 new subscribers; 4,210 sends; 40% open rate, 2.3% click rate (Higher than the industry average)
 - c. Winter Campaign (November 20th - March 15th) - Family Travel, Outdoors, Winter Sports
 - d. Visitor Guide Update
 - e. SHRPA Collaboration: Adventures now complete, will be shared on Social Media when applicable; will be initiating a Winter theme creator visit before our subscription is ended
 - f. Social Media: Facebook - 8,968 people reached; 5,846 paid reach; 15,123 paid impressions; 458 profile visits; 4 new likes; Instagram - 589 people reached; 24 profile visits; 10 new followers
11. **Outreach Update:**
 - a. The Bundle Up WashCo warm winter clothing drive started last week and so far, there have been over 150 items collected. These will be distributed to Lakeland Family Resource Center & Food Pantries around the county as well as given out to anyone in need that stops into the Visitor Center. Drop off locations are at the Visitor Center, The Dock Coffee, Masterjohn Realty & Spooner Health's Main Entrance. The plan is to continue collecting & distributing items through December 22nd and have everything handed out before Christmas. Last year over 300 items were collected, the goal is to top last year's number of items collected. A press release was put on Dryden Wire & in the Spooner Advocate to help spread awareness of the drop off locations.
 - b. Membership conversations continue to happen; Pine Ridge (Stone Lake) will be joining as a platinum member. Reminders will go out again to previous members for renewal. At this point members joining will miss out on the membership listing grid that is in the Visitor Guide but can still take advantage of the other perks offered at the level of their choice.
 - c. Best of WashCo has concluded, winners will be announced at the beginning of the year & the page on the website will be updated with the new blogs & information.
 - d. Kelsy & Kaitlin will be helping facilitate Leadership Washburn County, Local Economy Day tomorrow at Crystal Creek in Spooner.
 - e. Kelsy attended the Birchwood Chamber Annual Meeting last week in Mikana.
12. **Operational Update:**
 - a. End-of-year reviews for all employees have begun; they will be turned in by the end of the week to allow enough time for completion before an Exec/Personnel Committee Meeting in December.



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- b. Kaitlin & Kelsy will be meeting at the end of the week with representatives from the WCEDC Board to further review marketing pieces to ensure everyone is on the same page for moving forward & executing the staffing contract.
 - c. Rodeo ticket orders have almost been caught up; there were some difficulties with the reporting changing with the new ticketing system. The new reporting is not as efficient as before however this kink will be worked out further for future use.
 - d. Kaitlin attended an "end of event" wrap up meeting for Cranberry Festival & at this time nothing further is needed for that Staffing Contract until registration opens early next year.
 - e. Biggest project in completing the 2024 Washburn County Visitor Guide to get that signed off on & sent to print. Ads are good to go except for a few last-minute additions; content has been completed by Kelsy – the team will keep working through the proofing process with Advance Printing.
 - f. Kaitlin has taken the role as WI Governor's Fishing Opener Chair the ITBEC Tourism Committee; 2024's fishing opener event will take place in Burnett County.
13. **Citizen Comment:** None
14. **Possible Future Agenda Items:** 2023 Budget Rollovers; Personnel/Exec Meeting for End of Year, Employee Reviews
15. Paine made a motion to adjourn, seconded by Sacco. Meeting adjourned at 9:40 AM

NEXT BOARD MEETING:

Tuesday December 12, 2023 | 8:30 AM

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