



**Minutes of Board Meeting – Washburn County Tourism Association**  
**Tuesday, December 13, 2022 | 8:30 AM**  
**Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**

1. Meeting was called to order at 8:31AM by Dunlavy
2. **Roll Call:**

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

Others Present: Kaitlin Hanson, Lindsay Barnes, Lisa Olson

3. Sacco made a motion to approved the agenda, seconded by Hoffman. Motion carried.
4. Minutes of the November Month Board Meeting and December Personnel meeting were circulated. Masterjohn made a motion to approve the November 16<sup>th</sup> minutes as presented, seconded by Sacco. Motion carried. McGrath made a motion to approve the December 8<sup>th</sup> minutes as presented, second by Janetski. Motion carried.
5. The Financial Reports were circulated for review. McGrath moved to receive the November financial report as presented, seconded by Janetski. Motion carried.
  - a. Marketing Rollover Review: Kaitlin presented on the funds left in Specialty Advertising, Dunlavy made a motion to allocate up \$4,000 to promote the episodes filmed for Destinations Bound, seconded by Hoffman. Motion carried.
6. **Correspondence:** Railroad Park Letter of Support, Shell Lake Arts Center Christmas Card
7. **Executive/Personnel Committee Report**
  - a. **Overview:** Kaitlin shared that employee reviews have been completed with goals set for both staff to be reviewed again in 6 months and end of the year pay for performance incentives have been awarded based on reviews.
  - b. **Employee Benefits:** Churchill presented to recommendation from the Executive/Personnel committee which was “to approve the bronze plan presented by Spencer Miller of Holden Insurance and create a Health Savings Account (HAS) with contributions from WCTA of \$2,000 annually per qualified employee, with a 70%, 30% split on monthly premiums – WCTA to cover 70%, 30% covered by the employee. Employees to be eligible for this benefit pending their 90-day review.” Masterjohn made a motion accept the recommendation of the employee benefits with those expenses to come from a specific earmarked line item in the 2023 budget, seconded by Dunlavy. Motion carried.

8. **2023/2024 Washburn County Highway Map Bid Letter:** Kaitlin presented the bid letter for the 2023/2024 Washburn County Highway Map. Dunlavy made a motion to approve the bid letter as presented, seconded by Hoffman. Motion carried. (ATTACHED)
9. **Taste of Washburn County Gala Update:** Kaitlin gave an update on the overall vision of the event with new aspects to be included. The Finance/Fundraising committee will help with the details such as location options, dates, and potential sponsorships.
10. **Marketing Update:**
  - a. **Winter Campaign Update:**
    - The winter theme went live on November 26<sup>th</sup>
    - New blog was put out on the website featuring winter rec rentals in Washburn County
    - Social media posts have been going out more consistently
    - The team met with James Netz to discuss Destinations Bound production schedule for the videos filmed over the summer
  - b. **Earned Media:** Local feature of the Big Bundle Up
  - c. **Updated/New Publications:** Winter Insert for Mailers & Realtors Brochure
  - d. **Regional Initiatives:** NW ITBEC will begin working on updates for the Trails & Outdoor Guide with a goal of March/April publishing
  - e. **Website & Visitor Statistics** were shared. (ATTACHED)
11. **Outreach Update:**
  - a. The Big Bundle Up is in full swing and the team has been sending out quite a few items to organizations including the Birchwood Food Pantry, Comforts in Minong, Lakeland Family Resource Center, and to families that have stopped into the Visitor Center. The team is running this collection until December 23<sup>rd</sup>.
12. **Operational Update**
  - a. **DMO Grant Update:** No reimbursement reporting has come out year; awaiting one final invoice to be paid, everything else is ready for submitting.
  - b. **WCTA Board Application(s):** None at this time
  - c. **WCTA Staffing Update:** Four interviews will happen over the next week, if any board members would like to sit in on the interviews, please talk to Kaitlin after the meeting.
13. **Citizen Comment:** None
14. **Possible Future Agenda Items:** 2023 WCTA Goals; Highway Map Bids
15. Motion to adjourn was made by Dunlavy, seconded by Masterjohn. Motion carried, meeting adjourned at 9:25AM

**NEXT BOARD MEETING:**

**Tuesday, January 10, 2023**

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