



Minutes of Board Meeting – Washburn County Tourism Association
Tuesday, January 17, 2023 | 8:30 AM
Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801

1. Meeting was called to order at 8:32AM by Janisin
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		
Absent	X	X		X				x			

Others Present: Kaitlin Hanson, Lindsay Barnes, Morgan Mathiesen

3. McGrath made a motion to approved the agenda, seconded by Hoffman. Motion carried.
4. Minutes of the December Monthly Board Meeting and December Personnel meeting were circulated. Masterjohn made a motion to approve the minutes as presented, second by Hoffman. Motion carried.
5. The Financial Reports were circulated for review. McGrath moved to receive the December financial report as presented, seconded by Sacco. Motion carried.
6. **Correspondence:** Birchwood Area Food Pantry Thank You, Shell Lake Chamber of Commerce Christmas Card, Email from Nancy Herman at Yellow River Advertising, Email from Brandon Raimer at Vector & Ink
7. **Vacation Roll Over:** Kaitlin asked the Board of Directors to review her vacation that was unable to be rolled over from 2022. Per the Employee Handbook full time staff are allowed to roll over 40 hours from the previous year and any requests for more should be brought to the Board of Directors for discussion and/or approval. Discussion was had on how many hours of vacation can be rolled over. McGrath made a motion to roll over 20 hours of vacation from the amount accrued in 2022 and that vacation policy be reviewed by the Personnel Committee, seconded by Masterjohn. Further discussion was had. Masterjohn made an amendment to the previous motion that the vacation be used in 2023 or it would be lost, no further roll over exceptions. Seconded by Hoffman. 4 – Yes, 1 – No. Motion carried.
8. **2023/2024 Washburn County Highway Map Bids:** The bids received were reviewed & discussed. Masterjohn made a motion to go with Advance Printing and to print the quantity of 20,000 copies at \$8,712. Seconded by Hoffman. Motion carried.
9. **2023/2024 Washburn County Highway Map Ad Sales:** Kaitlin presented the ad rates for a single space, back cover and add an additional option of a double space. Masterjohn made a motion to accept as presented. Seconded by McGrath. Motion carried. Emails to current map advertisers will be sent out follow the meeting as first right of refusal, any further sales be done based on availability.

10. **Stone Lake Cranberry Festival Contract Review:** Kaitlin presented the current Cranberry Festival staffing contract and shared the team had no concerns with the duties assigned on the contract and the compensation was fair for what is assigned. Masterjohn made a motion to accept as presented, seconded by Sacco. Motion carried.
11. **2022 Accomplishments & 2023 Goals:** Kaitlin shared the accomplishments the WCTA team had for the previous year and laid out goals for 2023. (ATTACHED)
12. **Marketing Update:**
 - a) **Recent Placements:** Travel Wisconsin Co- Op Traveler Email and Social posts December; Digital Ad on Out and about Wisconsin; Shrpa: 3 collaborations from influencers/travel writers; State Point Media: Spring/Summer Article & Fall Article; Midwest Rider- Jan/Feb Issue; Wisconsin Snowmobile News January Issue; AAA Living Official Guide Jan/Feb Issue; Adventuress Magazine - Digital & Print ½ Page Ad
 - b) **Recent Social Post Examples:**
 - a. Santa Claus is coming to town!
 - b. Its a Northwoods snow globe
 - c. Happy Holidays full of Adventure
 - d. It's time to ride the trails!
 - c) **Earned Media:** Great Northern Railroad: Moonlit Dinner Train Ride article
 - d) **Updated/New Publications:** Highway Map will be the next biggest update from the team
 - e) **Regional Initiatives:** A new trails & outdoor guide will be published this year, the NWITBEC Group will be meeting later this week.
 - f) **Website & Visitor Statistics** were shared. (ATTACHED)
13. **Outreach Update:**
 - a. **Bundle Up WashCo** wrapped up just before Christmas. The Tourism Team was able to collect over 300 items to donate to Lakeland Family Resource Center, Minong Food Pantry (Comforts) & Birchwood Food Pantry. Thank you to those who were able to host an item drop off location and to those who donated items.
 - b. Kaitlin is working on an Industry News to go out by the end of this week.
 - c. **Best of WashCo Awards**, the awards will be ordered through the same vendor as previously. A date & location need to be arranged for this if any board members would like to help arrange this.
 - d. **Heart of the North Days** will have a final training this Thursday and the day in Madison will take place on February 2nd. Kaitlin is set to attend & meet with available Tourism Dept. staff.
14. **Operational Update**
 - a. **WCTA Board Application(s):** None at this time
 - b. **WCTA Staffing Update:** Welcome Morgan! She started with the team yesterday, Lindsay & Kaitlin will continue to divide and conquer the training pieces for her position.

- c. The Board Committees & Point Person 'survey' will be sent out after all team members are able to review it. We will continue to work through that involvement of board members as they complete the survey.
 - d. End of the Year Tax Prep is underway, Gift Shop Inventory has been completed. A few more things to get back to our accountant. End of the year file transfer/organization has been complete to have everything in order for Audit Committee.
15. **Citizen Comment:** Vic Sacco, Nikki Janisin, & Joe McGrath
16. **Possible Future Agenda Items:** Benefits Update; Taste of Washburn County Gala
17. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried, meeting adjourned at 9:47AM

NEXT BOARD MEETING:

Tuesday, February 14, 2023

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