



**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, January 9, 2024 | 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 | Christina Thompson |  |
|---------|---------------|--------------|-----------------|----------------|---------------|---------------------|-------------|--------------|--------------|--------------------|--|
| Present |               |              | X               | X              | X             | X                   | X           | X            | X            |                    |  |
| Absent  | X             | X            |                 |                |               |                     |             |              |              | X                  |  |

Others Present: Kaitlin Hanson, Kelsy Schultz

3. Paine made a motion to approve the agenda as presented, seconded by Hoffman. Motion carried.

4. Minutes of the November Monthly Board Meeting were circulated. Hoffman made a motion to approve minutes presented, seconded by Paine. Motion carried. Minutes from the December Executive Committee were circulated. Masterjohn made a motion to approve, seconded by McGrath. Discussion to update minor verbiage corrections. Motion carried.

5. **Financial Report & Line-Item Transfers:** The Financial Reports for October were circulated for review. McGrath made a motion to receive the financial reports for January as presented, seconded by Hoffman.

a. **2023 Roll Over(s):** Sacco made a motion to rollover \$2,000 from the 2023 Budget to be allocated to 2024 Account 720, Specialty Advertising, seconded by Hoffman. Motion carried.

b. **Line-Item Transfers:** None

6. **Correspondence:** None

7. **2024 Conferences & Seminars: Simpleview Summit, Milwaukee & WIGCOT, Lake Geneva:** McGrath made a motion to approve sending one WCTA Staff Member to the Simpleview Summit in Milwaukee, WI from April 7<sup>th</sup> through April 10<sup>th</sup>, seconded by Paine. Motion carried. Hoffman made a motion to approve sending one WCTA Staff Member to WIGCOT in Lake Geneva, March 10<sup>th</sup> through March 12<sup>th</sup>, seconded by Paine. Motion carried.

8. **2024 Sport Show, Eau Claire:** Kaitlin share information dates for the Eau Claire Sport Show, March 15<sup>th</sup> through 17<sup>th</sup> and opened the opportunity for a board member to attend the show. If no board member available, this opportunity will be then be given to WCTA Member businesses.

a. **Marketing Update:** Recent Placements: On Wisconsin Outdoors, Midwest Rider, Up North Action Magazine, Our Wisconsin, Minnesota Snowmobiling, Wisconsin Snowmobile News, Travel WI Co-op Social Post, ITBEC (Travel Northwest WI) Social Post, WEAU Digital & On-Air; January Compass E-Newsletter: 38 new subscribers, 4,195 sends, 34% open rate, 2% click rate; Social Media: Facebook – 5.5K people reached; 643 profiles visits; 3 new likes, Instagram – 474 people reached,



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46 profile visits, 10 new followers; Earned Media: WI Great Northern Railroad Santa Trail & River Street Family Restaurant; Visitor & Web Stats were circulated for review.

9. **Outreach Update:** Bundle Up WashCo, warming winter clothing drive has concluded. There were over 500 items collected and distributed. WCTA Staff will be attending The Whistling Turtle open house on Thursday, January 11<sup>th</sup> for a ribbon cutting. The open house will be from 5:00PM to 7:00PM, board members are encouraged to attend if able.
  - a. **Best of WashCo Awards Brunch:** WCTA Staff presented the idea of hosting an awards brunch to distribute 2024 Best of WashCo Awards and invited a speaker to attend. This would be from the Outreach Budget, not used as a fundraiser. Further discussion was had regarding ideas of where to host the event.
  - b. **Membership:** WCTA Staff are continuing to push the 2024 membership and benefits for joining. There have been two new members, one of which has upgraded their existing membership to be one of the limited Platinum Members.
10. **Operational Update:** The Visitor Center has officially switch over to the use of fiber; there will need to be equipment upgrades to better utilize this service. Kaitlin has contacted Mosaic Technologies regarding information about an upgraded phone system. Executive Committee December Meeting update.
  - a. **Staffing Contracts:** All staffing contracts for 2024 are underway and have been invoiced accordingly for payments.
  - b. **Visitor Center Staffing:** The Office Coordinator position is still open at this time; there has been one application received. The position will remain open until filled. If more applicants do come in, interviews will be scheduled accordingly.
  - c. **Events & Fundraising:** The WashCo Winter Raffle went well. Not all the tickets were sold, however, there were enough tickets sold to break even & profit from the fundraiser. Though it went well for the first year. A few notes from the team, get tickets out to various community locations sooner – Shell Lake State Bank in Spooner and Shell Lake did very well as did the events that were attended. The calendar will be adjusted for 2024 to not have drawings on days of closure for the holidays, will have to go through the Dept of Gaming approval to finalize that change. WCTA Staff will be planning a meeting for next week with those interested in being on this committee to have further information to present at next month's meeting. The Best of WashCo Brunch will not be used as a fundraiser.
11. **Citizen Comment:** None
12. **Possible Future Agenda Items:** Room Tax, Updated Technology
13. Paine made a motion to adjourn, seconded by Hoffman. Meeting adjourned at 9:17 AM

### **NEXT BOARD MEETING:**

**Tuesday, February 13, 2024 | 8:30 AM**

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