



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

**Washburn County Visitor Center | 122 N River Street | Spooner, WI 54801**

1. Meeting was called to order at 8:35AM 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 – WCTA Staff, Kelsy Schultz – WCTA Staff, Lindsay Barnes – Voyager Village, Nick Koverman – City of Spooner, Joel Zimmerman – Mosaic Technologies

3. Paine made a motion to approve the agenda as presented, seconded by Dunlavy. Motion carried.
4. Minutes of the January Monthly Board Meeting were circulated. Dunlavy made a motion to approve minutes presented, seconded by Sacco. Motion carried.
5. **Financial Report & Line-Item Transfers:** The Financial Reports were circulated for review. Dunlavy made a motion to receive the financial reports for February as presented, seconded by Paine. Motion carried. No Line-Item Transfers.
6. **Correspondence:** None
7. **Equipment Upgrades: Mosaic Technologies Phone System Quote:** A quote for upgrading the WCTA phone system was circulated for review. Joel Zimmerman was able to answer questions and explain in more detail as needed. Dunlavy made a motion to move forward with upgrading the WCTA phone system and accept the quote as presented, seconded by Paine. Motion carried. Kaitlin will follow up with Mosaic Technologies to get the project started.
8. **Employee Credit Card(s):** Kaitlin shared that Morgan’s credit card has been canceled and the notice has been received from the card company as further confirmation. WCTA Staff asked if Kelsy would be able to hold the second credit card for the organization due to there being no other staff persons at this time. Dunlavy made a motion to approve opening a credit card for Kelsy Schultz with a limit of at least \$1000, seconded by Janetski. Motion carried.
9. **Sport Shows**
  - a. **Eau Claire Spring Sport Show:** WCTA is still looking for volunteers. Christina Thompson, Wild River Trail Inn, offered to attend the show. WCTA Staff will follow up further with this to get her the information needed.



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- b. **Fund Request – WI Canoe Heritage Museum, Canoecopia:** A funding request from the WI Canoe Heritage Museum was reviewed. Paine made a motion to approve \$75 towards their fund request, seconded by Dunlavy. Motion carried.
10. **Events/Fundraising Committee Report** – Kaitlin, Kelsy & Sharon met last week to brainstorm further ideas for the upcoming year.
  - a. **2024 Events & Fundraising Ideas:** Ideas for the upcoming year were reviewed. No action needed at this time.
11. **Marketing Update:** Recent Placements: Adventuress Magazine, Up North Action, Fun in WI Snowmobile, On WI Outdoors, Our WI, ITBEC Social Post; 2024 Visitor Guide received & shared; Social Media: Facebook – 8.2K Reach (141%+), 442 Profile Visits, 11 New Likes; Social Media: Instagram – 302 People Reach, 19 Profile Visits, 2 New Followers; Earned Media: “Wisconsin’s Perlick Distillery grows all the grain it distills for its spirits” from OnMilwaukee, “Exploring Washburn County – Directors Ride & Meet” from WI Snowmobile News Magazine, “Don’t Pass by this Unassuming BBQ Restaurant Housed in WI Gas Station” from Only in Your State; Upcoming Placements: Up North Action, USA Today Go Escape Midwest, On WI Outdoors, Our WI, ITBEC Socials, Fun in WI Magazine.
12. **Outreach Update:** Best of WashCo Awards Brunch will be planned for the Monday of National Travel & Tourism Week – May 20<sup>th</sup>, the team will be coordinating with Jeff Anderson from Travel WI to speak. Welcome to new member Voyager Village, the team will be planning a business visit to the property in the next week. Kelsy & Kaitlin met with General Manager at the former Heartwood Resort, now Trinity Woods. Kaitlin WI EDC helped collect economic impact forms to assist the Governor’s office in accessing the SBA’s Economic Injury Disaster Loans, the forms were turned in on Monday to David Wierzba, Regional Economic Development Director – NW Wisconsin.
13. **Operational Update:**
  - a. **Room Tax Update:** Kaitlin shared information regarding the City of Shell Lake Room Tax, nothing further has changed at this time. An update will be given at the March board meeting.
  - b. **Staffing: Office Coordinator** – The office coordinator position remains open, at this time. There will be a posting in the newspaper and further options explored for recruitment.
14. **Citizen Comment:** None
15. **Possible Future Agenda Items:** Phone System Update, Room Tax, Spring Event Budget
  - a. **March Meeting Date:** Due to WI Governor’s Conference on Tourism (WIGCOT) the traditional 2<sup>nd</sup> Tuesday of the Month will not work for the March Meeting. Kaitlin will reach out to board members to set a March meeting date.
16. Paine made a motion to adjourn, seconded by Dunlavy. Meeting adjourned at 9:25 AM

**NEXT BOARD MEETING:**

**March 2024 | 8:30 AM**

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