



**Minutes of Board Meeting – Washburn County Tourism Association**  
**Tuesday, February 14, 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 Kaitlin Hanson
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	X	X		
Absent											

Others Present: Kaitlin Hanson, Lindsay Barnes, Morgan Mathiesen, Joy Melton

3. Hoffman made a motion to approve the agenda, seconded by Sacco. Motion carried.
4. Minutes of the January Monthly Board Meeting were circulated. Sacco made a motion to approve the minutes as presented, second by Masterjohn. Motion carried.
5. The Financial Reports were circulated for review. McGrath moved to receive the December financial report as presented, seconded by Janisin. Motion carried.
6. **Correspondence:** None
7. **Taste of Washburn County Gala:** Kaitlin gave an update on potential venues for the event and dates. Sharon shared ideas for the entertainment at the event. A committee will be formed to plan further details of the event and present at the March Board Meeting.
8. **Marketing Update:**
  - a) 2023/2024 Washburn Co Highway Map – Kaitlin shared that as sales have concluded with a \$100 deficit from what was budgeted in revenue. Lindsay shared that the first proof was received and edits were completed to send back to Advance Printing. This project is still on track to receive the maps in March.
  - b) Social Media: Facebook (3 posts): 6.2k total impressions, Instagram: (2 posts) 839 total impressions
  - c) Website Updates: CMS Tagging on blogs has been completed, this will allow for easier use of Related Content throughout the website.
  - d) Placements: Adventuress Magazine published a digital and print ad in the article Kids & Ice Fishing by Jenny Anderson; WEAU Home Page Takeover to start on February 15<sup>th</sup>; Outdoor News 2 Eblasts; Our WI Spring/Summer Edition; Midwest Living- Committed to Summer 2023 Out & About section ¼ page 40-word ad about the destination – June Edition
  - e) Travel Writer/Influencer Update: A contract with Shrpa has signed, this includes three regional content creators to visit Washburn County in 2023. Content creators create photo and text content

highlighted on our Shrpa page which is linked to web and social accounts. Spring, Summer and Fall collaborations are in the making.

- f) Earned Media: Wisconsin Post highlighting Heartwood; Rails on Trails mentioned on Northern News in early January
- g) Preparations are underway for the Eau Claire Sport Show on March 17-19th. Lindsay will be hosting the booth all three days.
- h) Website & Visitor Statistics were shared. (ATTACHED)

**9. Outreach Update:**

- a) The team went to Winter Camping Rendezvous at Sawmill Campground and also made stops to deliver 2023 Washburn County Guides around the north end of Long Lake and in Stone Lake. Kaitlin shared that future team outings are planned so new team members can meet business owners and see their business.
- b) Visitor Guide distribution is well underway with a large mailing being sent to visitor centers around the state. Local distribution dates are being scheduled.
- c) An Industry Newsletter was sent out with a variety of updates including meeting the staff, website information, upcoming projects and event submission reminders.
- d) Kaitlin attended the Minong Chamber Meeting and distributed guides. Now that staff are mostly trained into their new positions, Kaitlin will begin to attend more chamber meetings again.

**10. Operational Update**

- a) DMO Grant Update: The final reporting for the DMO Grant has been sent out and is due on February 15<sup>th</sup>. Kaitlin will continue working on that submission after the board meeting.
- b) Kaitlin and Lindsay are registered for WIGCOT in Green Bay which is March 12<sup>th</sup> thru 15<sup>th</sup>. Kaitlin will be speaking on a panel at WIGCOT during a breakout session called Destination Innovation: Small DMO Budget; Big Impact. Discussion was had about the dates of WIGCOT also being when the WCTA March Board Meeting is, consensus was to move the meeting to Thursday of that week.
- c) Morgan is through most of her trainings for the Visitor Center and will start to shadow Kaitlin on the day to day financials.
- d) Kaitlin will be reaching out to Jill to set up a time to go through employee benefits and next steps for having that set up.

**11. Citizen Comment:** Joy Melton, Vic Sacco

**12. Possible Future Agenda Items:** Taste of Washburn County

**13. Motion to adjourn** was made by Paine, seconded by Janisin. Motion carried, meeting adjourned at 9:28AM

**NEXT BOARD MEETING:**

**Thursday, March 16, 2023 | 8:30 AM**

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