



Minutes of Board Meeting – Washburn County Tourism Association
Thursday, March 16, 2023 | 8:30 AM
Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801

1. Meeting was called to order at 8:42AM by Sue Churchill
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, Morgan Mathiesen, Julie Fox

3. Masterjohn made a motion to approve the agenda, seconded by Hoffman. Motion carried.
4. Minutes of the February Monthly Board Meeting were circulated. Dunlavy made a motion to approve the minutes as presented, second by Masterjohn. Motion carried.
5. The Financial Reports were circulated for review. Masterjohn moved to receive the financial report as presented, seconded by Dunlavy. Motion carried. Masterjohn made a motion to accept the line item transfers as presented: \$2,000 to Account 731, Postage; \$750 to Account 750, Travel Expenses; \$3500 to Account 720, Specialty Advertising, second by Dunlavy. Motion carried.
6. **2022 Budget Review & Rollover:** The 2022 profit & loss was reviewed and discussion was had on rollover dollars.
7. **2023 Budget Review:** Kaitlin presented an updated draft of the 2023 WCTA Budget which included a new line item for Employee Appreciation, breaking out meals from the Travel Expenses, and showing the Project Funds that have been previously allocated but not yet used. Sacco made a motion to approve as presented, second by Dunlavy. Motion carried.
8. **Correspondence:** WCTA Sport Show Applications for funding request from the Wisconsin Canoe Heritage Museum – Masterjohn made a motion to approve the funding request in the total amount of \$150 from Account 502, second by Hoffman. Motion carried.
9. **Simpleview Summit, Houston, TX:** Kaitlin presented a general outline of costs to attend the Simpleview Summit in Houston, TX which includes hotel costs, mileage, airfare, meals & rental vehicle. Dunlavy made a motion to approve a \$3,500 spending limit with a suggestion to not get a rental car if there is other means of transportation to the hotel from the airport, seconding by Masterjohn. Motion carried.
10. **Taste of Washburn County Gala:** No updates, Kaitlin will be setting up a meeting with the Events & Fundraising committee to go over more details to present in April.
 - a) Website Updates:
 - CMS Tags have been updated.

- Fat Bike, Mountain Bike and Road Biking has been combined into one page.
 - Parks, beaches, and swimming updated.
 - Listings created for parks that were missing.
- b) Social Media:
- Washburn County, WI Facebook: Post impressions- 841 Post engagement 35.
- c) Recent Placements:
- Outdoor News- Targeted email: Destinations! Summer travel ideas Launch Mar. 15th.
 - WEAU Digital Ads- Running from February 15- March 15th (Overview)
 - Our Wisconsin Magazine Print Ad for April/ May issue
 - Midwest Living: Wisconsin Summer Advertorial in both Summer 2023 Issue
- d) Earned Media:
- Travel WI Facebook: 8 Hidden Cabins and Cottages in Wisconsin which mentions the Namekagon Waters Retreat
 - Wisconsin State Journal- Agri-Tourism mentioning Perlick Distillery in Sarona and the Mark Twain Zephyr in Spooner
 - TBEX Podcast- The Traveling Cheesehead mentioned the WI Canoe Heritage Museum, Round Man Brewing Co., Perlick Distillery and Spooner Train Ride
 - CBS 58 Milwaukee- The Zephyr Train Mention
- e) Regional Efforts:
- NW Wisconsin Outdoor and Trail Guide received its first proof back. Hoping to have this publication printed & delivered by the WI Governor's Fishing Opener
 - The new Travel WI guides were published & ITBEC has a full page advertorial piece in there which used a Washburn Co snowmobiling photo
 - ITBEC is working on bylaws & as part of that comes renaming the ITBEC Tourism Committee to Travel Northwest Wisconsin
- f) Website & Visitor Statistics were shared. (ATTACHED)

11. Outreach Update:

- a) Kaitlin attended the Business After 5 hosted by Northwest Regional Planning Commission last evening at Round Man Brewing Co. She was able to share membership information & connect with businesses and other behind the scenes business leaders.
- b) Kaitlin presented at the WI Governor's Conference on Tourism in Green Bay on Tuesday afternoon. It was a great session with lots of great connections made. Lindsay was also in attendance at the conference. Next year, WIGCOT will be hosted in Lake Geneva March 10-12.
- c) Kaitlin & Joy met to talk about a Lunch & Learn series open to any and all businesses in Washburn County. The lunch & learns will likely be held at the EDC office depending on the size. Topic Ideas yet to come but if there is anyone with suggestions that they would like to see covered please reach out to Kaitlin.

- d) Both Kaitlin & Lindsay attended the virtual Annual Circle Wisconsin meeting in late February to learn about what Circle WI has planned for the upcoming year, information about group tour trends & expectations was shared among other information.
- e) Lindsay attended a three-day virtual conference called The Big Innovation. It was geared towards non-profit Marketing with tips, tricks & trends to expect for the upcoming year.
- f) Lindsay will be attending the Eau Claire Sport Show which starts on Friday & runs through Sunday. The Rodeo donated tickets as a giveaway item at the Washburn County booth.

12. Operational Update

- a) Morgan has continued to help with the day to day financials which has been going very well so far. Quick Books will eventually transfer to the front desk computer.
- b) Both Lindsay & Morgan have been completing a variety of Fred Pryor Trainings which has included Excel basics, a variety of marketing information for Lindsay, and basic office assistant trainings for Morgan.
- c) Morgan completed a full literature inventory & has been ordering updated publications to get the Visitor Center stocked up and ready for the busy tourist season. The outdoor lit rack continues to be used often, the video doorbell not as much. The signage will need to be updated to be more on brand.
- d) Kaitlin & Morgan are planning to do a general ledger review next week to prepare for the Audit Committee which usually meets in the Spring.
- e) Staffing Agreement Updates: The Spooner Rodeo Ticket sales have been busy, but mostly online. That will start to change to more phone calls & in-person sales as it gets closer to July. Stone Lake Cranberry Fest returning vendor registration opened on March 1st. Morgan has been helping take care of the inquiry emails with the help of Kaitlin & Sharon. Next week Morgan & Kaitlin will start the vendor assignment process and do that every week or every other week depending on the number of registrations that have come through. October will start as a very busy month for the WCTA team with the overlap of these two staffing agreements as rodeo ticket sales will start on that Monday with Cranberry Fest to happen the following Saturday.

13. **Citizen Comment:** Vic Sacco, Julie Fox, Maureen Hoffman

14. **Possible Future Agenda Items:** Taste of Washburn County, 2024 Washburn County Official Guide Bids

15. Motion to adjourn was made by Hoffman, seconded by Sacco. Motion carried, meeting adjourned at 9:39 AM

NEXT BOARD MEETING:

Tuesday, April 11, 2023 | 8:30 AM

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