



Washburn County Tourism Assn.

122 N. River Street, Spooner, WI 54801

715-635-9696/1-800-367-3306

tourism@washburncounty.org

EXECUTIVE/PERSONNEL COMMITTEE MEETING

Tuesday, March 19, 2024 | 9:30 AM

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

1. Meeting was called to order by Hoffman at 9:32AM
2. **Roll Call:** Maureen Hoffman, Jill Dunlavy, Cristina Masterjohn, Joe McGrath; Others Present: Kaitlin Hanson & Kelsy Schultz – WCTA Staff
3. Dunlavy made a motion to approve the agenda as presented, seconded by Masterjohn. Motion carried.
4. **Spooner Rodeo Staffing Contract Review:** An updated Spooner Rodeo Staffing Contract was presented for review. Masterjohn made a motion to recommend as presented to the full board with an anticipated start of Q3 2024, seconded by Dunlavy. Motion carried.
5. **Office Coordinator Job Description:** An updated job description was presented for review with changes to the hours, from an average of 35 to 40 hours, and an updated pay scale. Dunlavy made a motion to recommend the changes as present to the full board, seconded by Masterjohn. Motion carried.
6. **Citizen Comment:** None
7. Dunlavy made a motion to adjourn, seconded by Masterjohn. Meeting adjourned at 9:45AM



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MONTHLY BOARD MEETING MINUTES – OPEN SESSION

Tuesday, March 19, 2024 | 10:00 AM

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1. Meeting was called to order at 10:00 AM by Hoffman
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	X	
Absent				X	X						

Others Present: Kaitlin Hanson – WCTA Staff, Kelsy Schultz – WCTA Staff, Lindsay Barnes – Voyager Village

3. Dunlavy made a motion to approve the agenda as presented, seconded by Sacco. Motion carried.
4. Minutes of the February Monthly Board Meeting were circulated. Paine made a motion to approve minutes presented, seconded by Churchill. 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 Sacco. Motion carried. No Line-Item Transfers.
6. **Correspondence:** None
7. **Personnel/Executive Committee Updates**
 - a. **Spooner Rodeo Staffing Contract:** The updated Spooner Rodeo Staffing Contract was circulated for review. Churchill made a motion to accept as presented, seconded by Masterjohn. Motion carried.
 - b. **Office Coordinator Job Description:** The updated Office Coordinator job description was circulated for review. Sacco made a motion to approve the updates as presented, seconded by McGrath. Motion carried.
8. **Visitor Center Annual Report:** Kaitlin presented the annual Visitor Center report, additional copies were made available. Discussion was had regarding the potential to change in rent upon the new year. Further follow ups to be presented at a future meeting.
9. **Spring Fundraiser:** A budget and sample event posted were presented for a spring fundraiser. The event will be a murder mystery dinner held at member property, Voyager Village. Paine made a motion to approve the event budget as presented, seconded by Churchill. Motion carried.
10. **Marketing Update:** Recent Placements: Up North Action, Global Heroes Chicago Tribune, Our WI Magazine, Rodeo Program Ad; Winter Campaign Wrap Up & Stats Shared; Spring/Summer Campaign & Website Updates are completed; March WashCo Compass E-Newsletter Stats: 37 New Sign Ups, 4,205 Sends, 35.5%



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Open Rate: Social Media – Facebook: 5.7K People Reached, 335 Profile Visits, 14 New Followers, WCTA Page Strongman Ribbon Cutting Post: 13,593 Impressions, 13,190 Reached, 6,168 Engaged; Instagram – 426 Reached (+20%), 22 Profile Visits, 5 New Followers; Earned Media: Northwoods Oasis – Welcome to the Lake highlighting Bakery & Coffee House in Birchwood, Only in Your State – Enjoy a Scenic Trail Ride, Long Lake Fishing Episode on CBS Sports, Outdoor Channel & World Fishing Network. Website & Visitor Stats circulated.

11. **Outreach Update:** Kelsy & Kaitlin attended new business visits with Voyager Village and Strongman Smokehouse. A ribbon cutting was done with Strongman Smokehouse on their opening day. Loans for the lack of snow are still available through SBA, this information went out via WCTA Facebook and the latest industry newsletter. Kelsy had a CVTC Marketing Student job shadow for a day.
12. **Operational Update:**
 - a. **Room Tax Update:** There will be a meeting on March 27th to review details and ensure everything is set up correctly. Funds should be distributed to WCTA within the next month.
 - b. **Staffing: Office Coordinator:** An application for the Office Coordinator was completed and turned in. Kaitlin will be reaching out to set up an interview, otherwise the position will remain posted until filled.
13. **Citizen Comment:** Vic Sacco
14. **Possible Future Agenda Items:** Visitor Guide BID Letter
15. Sacco made a motion to adjourn, seconded by Paine. Meeting adjourned at 9:58 AM

NEXT BOARD MEETING:

Tuesday, April 9, 2024 | 8:30 AM

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