



**Washburn County Tourism Assn.**

122 N. River Street, Spooner, WI 54801

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

tourism@washburncounty.org

**MONTHLY BOARD MEETING AGENDA – OPEN SESSION**

**Tuesday, April 11, 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 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	X			
Absent									X		

Others Present: Kaitlin Hanson, Lindsay Barnes, Morgan Mathiesen, Lisa Olson

3. Masterjohn made a motion to approve the agenda with the correction of item number 7 to read 2024, not 2023; seconded by Paine. Motion carried.
4. Minutes from the March 16<sup>th</sup> and March 30<sup>th</sup> meeting were circulated for review. Masterjohn made a motion to approve the March 16<sup>th</sup> meeting minutes as presented, seconded by Hoffman. Motion carried. McGrath made a motion to approve the March 30<sup>th</sup> meeting minutes as presented, seconded by Masterjohn. Motion carried.
5. The Financial Reports were circulated for review. Paine made a motion to receive the financial report as presented, seconded by Dunlavy. Motion carried.
6. **Correspondence:** 2024 Washburn County Official Guide Bid Letter Packet
7. **2024 Washburn County Official Guide Bid:** Kaitlin presented all bids received for the 2024 Washburn County Official Guide. Dunlavy made a motion to accept the Advance Printing bid with printing through Royle Printing, seconded by Masterjohn. Motion carried.
8. **2024 Washburn County Official Guide Advertising Rates:** Kaitlin presented advertising rates from 2023 Washburn County Official Guide as reference for rates for the upcoming guide. Dunlavy made a motion to keep the rates the same for the 2024 Washburn County Official Guide, seconded by Hoffman. Motion carried.
9. **Taste of Washburn County Gala:** Kaitlin presented tentative sponsorship information for the event and information regarding event entertainment. The Fundraising Committee will meet to gather information regarding space rentals and further details for the event to present at an upcoming board meeting.
10. **Marketing Update:**
  - i. The website summer theme switched over on April 1<sup>st</sup>



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- ii. The E-Newsletter subscribers has increased by 172 in the past 30 days.
  - iii. Social Media posts have slowed down between the changing season, posts regarding summer travel and the launch of Destinations Bound will be scheduled out on a consistent basis moving forward.
  - iv. Recent Placements: Travel WI social co-op, Midwest Rider, State Point Media article, Our Wisconsin Ad & See Wisconsin spread
  - v. Regional Efforts: The Northwest WI Outdoor & Trail Guide will be sent to print today and will be release at the Wisconsin Governor's Fishing Opener in Price County
- b. **Contracted Marketing Staff Proposal:** Kaitlin presented a proposal received from Michelle Martin regarding contracted marketing staff during the hiring process for the Marketing Director position. Paine made the motion to approve the proposal as presented and to submit a 1099 to Michelle at the end of the year, seconded Janisin. Motion carried.
11. Outreach Update
- a. Kaitlin attended the Minong Chamber and DOT meetings last week and met with Heartwood Resort regarding their campground efforts on their property.
  - b. Kaitlin attended the recent Spooner Chamber meeting and Long Lake Chamber meeting since the last WCTA Board Meeting.
  - c. Continued outreach efforts will include visitor guide distribution & remote office days.
12. Operational Update
- a. The Marketing Director position was posted on March 30<sup>th</sup>; there have been two completed applications turned in at this time. Indeed has received a lot of resume submissions, but not completed application packets. The job posting will initially close on April 13<sup>th</sup>.
  - b. Morgan has taken on the project of updating the Visitor Center display. The goal is to have everything updated by the end of May.
  - c. Lindsay's last day in the office will be Thursday, April 13<sup>th</sup>
  - d. Reminder that next month will be the Annual Meeting at 8:30AM
13. **Citizen Comment:** Sue Churchill, Sharon Paine, Maureen Hoffman, Lisa Olson
14. Possible Future Agenda Items: Annual Meeting – Elections, Employee Handbook Reviews
15. Motion to adjourn was made by Dunlavy, seconded by Masterjohn. Motion carried, meeting adjourned at 9:12AM

### NEXT BOARD MEETING:

**Tuesday, May 9, 2023 | 8:30 AM**

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