



**Washburn County Tourism Assn.**

122 N. River Street, Spooner, WI 54801

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

tourism@washburncounty.org

**Minutes of Annual Meeting – Washburn County Tourism Association**

**Tuesday, May 9, 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 Janisin

**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, Morgan Mathiesen, Christina Thompson

3. Paine made a motion to approve the agenda, seconded by Dunlavy. Motion carried.

4. **Review of Bylaws:** Bylaws were reviewed with the following recommended revision to Article IV, Section 5 to read “The Executive Committee shall consist of the elected officials indicated in Section 3 and the County Board of Supervisors appointed representative. The Executive Committee may, when necessary, conduct the business of WCTA. No employee of Washburn County Tourism Association shall be a member of the committee. Bylaws will be on the June agenda to approve. (ATTACHED)

5. **Membership Review & Revisions:** Kaitlin presented suggested changes from the current membership which would include having three levels, Platinum, Gold & Silver. The offerings would also include increases to these levels and their offerings for members. Discussion was had on the pricing for these levels and discounts for non-profits or current members of Washburn County Chambers. Hoffman made a motion to approve the presented levels with Gold being \$550, seconded by Dunlavy. Motion carried.

6. Election of Board Members: Board member with an expiring term was Sharon Paine, who was serving a partial term, and an application for the Minong seat was submitted by Christina Thompson. Staff made a recommendation to appoint Paine and Thompson to 4-year terms. McGrath made a motion to approve both board members, seconded by Dunlavy. Motion carried.

7. Motion to adjourn was made by McGrath, seconded by Hoffman. Motion carried. Meeting adjourned at 8:45AM

**Minutes of Board Meeting – Washburn County Tourism Association**

**Tuesday, May 9, 2023 | Immediately Following Annual Meeting**

**Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**

1. Meeting was called to order by Janisin at 8:46AM



**Washburn County Tourism Assn.**

122 N. River Street, Spooner, WI 54801

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

tourism@washburncounty.org

**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	X	
Absent	X										

Others Present: Kaitlin Hanson, Morgan Mathiesen, Lisa Olson

3. Dunlavy made a motion to approve the agenda, seconded by Hoffman. Motion carried.
4. Minutes of the April Board Meeting and May Executive/Personnel Meeting were circulated. Dunlavy made a motion to approve the April Meeting minutes as present, seconded by Janetski. Motion Carried. McGrath made a motion to approve the May Executive/Personnel Meeting minutes as presented, seconded by Dunlavy. Motion carried
5. The Financial Reports were circulated for review. Dunlavy made a motion to receive the financial reports as presented, seconded Paine. Motion carried.
6. **Correspondence:** Wisconsin Association of Campground Owners (WACO) information regarding upcoming Washburn County Zoning meeting
7. **Election of Officers:** Dunlavy made a motion to nominate Joe McGrath for Treasurer, seconded by Janetski. Kaitlin called for any other nominations for Treasurer; no other members came forward. Janisin made a motion to nominate Jill Dunlavy as Secretary, seconded by Paine. Kaitlin called for any other nominations for Secretary; no other members came forward. Paine made a motion to nominate Nikki Janisin as Vice President, seconded by Dunlavy. Kaitlin called for any other nominations for Vice President, no other members came forward. Kaitlin called for any nominations for the President, no members came forward. Paine retracted her motion to nominate Nikki Janisin as Vice President and amended to nominate Maureen Hoffman as Vice President, seconded by Dunlavy. Sacco made a motion to nominate Nikki Janisin for President, seconded by Paine. Kaitlin called for any other nominations for President, no other members came forward. Sacco made a motion to accept the full slate of officers nominated, seconded by Dunlavy. Motion carried.
8. **Bank Signature Card:** Paine made a motion to update the bank signature card to all Officers (Joe McGrath, Jill Dunlavy, Maureen Hoffman, Nikki Janisin) as well as the Executive Director (Kaitlin Hanson), seconded by Dunlavy. Motion carried.
9. **WCTA Employee Handbook Revisions:** Kaitlin presented the suggested edits from the Personnel/Executive Committee for review. Masterjohn made a motion to adopt the suggested edits with the addition of notating that sick time is not paid out, seconded by Dunlavy. Motion carried.
10. **Pay for Performance Revisions:** Kaitlin presented the suggested edits from the Personnel/Executive Committee for the full board to review. Dunlavy made a motion to adopt the suggested edits, seconded by Hoffman. Motion carried.



## **Washburn County Tourism Assn.**

122 N. River Street, Spooner, WI 54801

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

tourism@washburncounty.org

11. **Employee Credit Card:** Kaitlin shared the need for having an additional staff person with a credit card due to credit limits and all purchases currently being put onto her card. Dulanvy made a motion to approve opening a credit card for the Office Coordinator, Morgan, with a \$1500 credit limit to be used for postage and office supply purchases only, seconded by Paine. Motion carried.
12. **Taste of Washburn County Gala:** Kaitlin gave an update after speaking with an entertainment company and will continue to work on narrowing down dates of availability to book a venue for this fall. Further work will be done by the Events & Fundraising committee to present at an upcoming board meeting.
13. **Marketing Update:**
  - a. **Recent Placements:** Group Tour Magazine, Midwest Rider, On Wisconsin Outdoors
  - b. **Social Media:** Posts have been scheduled through the end of May
  - c. **Website:** Full seasonal updates have been completed and blogs are being looked at for updates
  - d. **Regional Update:** The Travel Northwest WI group wrapped up fishing opener in Price County, the new Trails & Outdoor Guide has been printed and is available at the Washburn County Visitor Center
14. **Outreach Update:**
  - a. WCTA will have a booth at Family Fest, Morgan will staff the booth that day
  - b. Neighbors to Neighbors reached out to Kaitlin to attend their ribbon cutting and grand opening on June 10<sup>th</sup> at their new building on Front Street in Spooner
  - c. Kaitlin and Morgan will be delivering Best of WashCo awards over the next couple of weeks
15. **Operational Update:**
  - a. The Marketing Director position has one interview scheduled, two of the other qualified candidates opted not to interview for the position due to current jobs and Kaitlin is waiting to hear back from another applicant to confirm an interview time.
  - b. Kaitlin attended the Simpleview Summit and got a lot of great information to bring back to the tourism team. Next year's Simpleview Summit will be hosted in Milwaukee, WI.
  - c. **Staffing Contract Updates:** Stone Lake Cranberry Festival vendors are continuing to register, Kaitlin & Morgan have been working on vendor assignments for returning vendors. Spooner Rodeo is starting to pick up with the event just a couple months away, ticket sales are remaining steady and likely will remain steady over the next month.
16. **Citizen Comment:** None
17. **Possible Future Agenda Items:** Rolling Hills Snowmobile & ATV Club requested to present to the WCTA Board, 2024 Agenda, Bylaw Updates
18. Dunlavy made a motion to adjourn, seconded by Paine. Motion carried. Meeting adjourned at 9:26 AM

### **NEXT BOARD MEETING:**

**Tuesday, June 13, 2023 | 8:30 AM**

**Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**