



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, June 13, 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 Hoffmann

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	
Absent		X			X				X		

Others Present: Kaitlin Hanson, Kelsy Schultz, Morgan Matheisen, Lisa Olson, Joy Melton

3. Paine made a motion to approve the agenda as presented, seconded by Masterjohn. Motion carried.

4. Minutes of the May Annual Meeting and May Monthly Board Meeting were circulated. Masterjohn made a motion to approve the minutes as presented from May 9th for the Annual Meeting and the Monthly Board Meeting, seconded by Churchill. Motion carried.

5. The Financial Reports were circulated for review. Masterjohn made a motion to receive the financial reports as presented and approve further payment of up to 12 hours at the rate of \$50 for Michelle Martin’s hours spent training Kelsy in the Marketing Director role, seconded by Paine. Motion carried.

6. **Correspondence:** IRS Letter of Filing Extension, Back Country Containers Open House

7. **WCTA Bylaw Revisions:** The WCTA Bylaw Revisions were presented from the May Annual Meeting. Masterjohn made a motion to adopt the bylaw revisions with an additional change to Article 4, Governing Body, Section 3 to read “The Officers of Board of Directors and of WCTA shall be: President, Vice President, Secretary, Treasurer, and the County Board of Supervisors appointed representative. Seconded by Churchill, motion carried.

8. **2024 Budget:** Kaitlin presented a draft budget for the WCTA Board of Directors to review. 2024 Budgets are due to the Washburn County Finance by August 31st. The budget will be reviewed for sending to the county at a future WCTA Board Meeting, any changes or questions should be directed to Kaitlin.

9. **Outstanding Account(s):** Kaitlin shared an outstanding account from 2021 for the 2022 Washburn County Official Guide ad. The board advised to remove all listings until the account balance has been paid in full. Kaitlin will follow up with the business owner.

10. **Marketing Update**

- Kelsy started on June 5th with a day of training with Michelle Martin from the Marketing Committee.



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- Press Release went out on Tuesday 6/6 regarding 2022 Economic Impact Numbers for Washburn County
- Recent Placements: Group Tour Magazine, Midwest Rider, On Wisconsin Outdoors, Our Wisconsin Magazine
- Social Media: Planning for June in the works
- Website: Reviewing & learning the website and making edits as needed
- Various updates to match current brand guideline
 - Realtor's Brochure
 - Doorbell & Information Banners
 - Visitor Center slides for TV display
- All of the Best of WashCo Blogs have been updated
- Earned Media
 - Travel WI- "8 Great Rivers for Tubing" Namekagon River listed first at the top, Jack's Canoe Rental & Log Cabin both mentioned
 - State Point Media - "Long Weekend Getaways for Wisconites" 51 confirmed media placements with a total audience of 6.8 million

11. Outreach Update

- a. Best of WashCo Awards have mostly all been delivered. The team has a few left to deliver & will get those done over the next week.
- b. Ribbon cutting for Neighbor to Neighbor
- c. New Business Visits: Back Country Containers (this week), Neighbor to Neighbor, Long Lake Bait new owners (waiting to confirm a time), LilyBeez Flower Shop in Birchwood (to be set up)
- d. Morgan is scheduled to do a large guide delivery this week hitting the Shell Lake, Long Lake, Birchwood & Stone Lake areas.
- e. Morgan attended the Washburn County Family Fest with the new booth purchased last summer and set up the "Find the Fish Scavenger Hunt". It was a beautiful day with great attendance.
- f. The Washburn County booth is scheduled to be in Shell Lake for their Chamber's July 3rd event. The WCTA team will set up the booth in the morning before opening the Visitor Center and the SL Chamber will staff the booth with volunteers throughout the day. This could be changed to July 1st for the Shell Lake Fine Arts Festival instead of July 3rd. Kaitlin to confirm with Maureen.

12. Operational Update

- a. 2022 Economic Impact Number: The numbers are in and Washburn County saw another increase in Total Economic Impact (10.1% increase) and Direct Visitor Spending (11.7%) – total impact: \$53 Million over the \$48 million in 2021; direct visitor spend: \$34.7 million of the \$31 million in 2021. Tourism supported 494 jobs in Washburn County in 2022 vs 483 in 2021. While the numbers increased lower than the state average, Washburn County saw a quicker bounce back post pandemic that was increasing at more than the state average.



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- b. Audit Committee is still looking for a public citizen that would be able to help to finalize time & date. The books have been reviewed by Kaitlin and Morgan already.
 - c. Kelsy started last week with a deep dive of Marketing by Michelle and shadowed Morgan at the Front Desk for a couple of days. Welcome to the team, Kelsy!
 - d. Staffing Contracts – Rodeo: ticket sales have continued to increase as the team expects this time of the year. Pending the sales of Saturday tickets, the Visitor Center may be open on Saturday, however that will not be needed if the tickets are sold out. The Visitor Center will be opened on the 4th of July due to the rodeo’s first night being just a couple of days after that. Dick & Bob Lemoine from the Rodeo Committee did approve short hours that day as we usually close for that holiday – open 9AM to 1PM
 - e. Staffing Contracts – Cranberry Fest: There have been 135 craft vendor spaces registered for (single: 86, double: 41, triple: 8), 11 food vendors (single: 8, double: 2, triple: 1). New vendors to the event are now being accepted. Everyone registered through last Friday has been placed on the map with a booth space assigned. The team will continue to run registration reports every couple of weeks to keep caught up through the event.
 - f. The History of Stone Lake info has been updated, lots of great photos. Hoping to get a couple of larger items to display with everything. The WI Canoe Heritage Museum has brought in some of their pieces to update one of the other display spaces.
 - g. Foot traffic at the Visitor Center and use of the outdoor lit rack in the evenings has picked up and the wayside has been officially opened for one month for the team to continue filling through the fall.
 - h. Kaitlin will be working with Brian Danielsen at the Highway Department to finish up permitting for the welcome sign on Highway 63 at the Sawyer County line. There are two signs completed through the DMO grant and capital funding request from the county. The goal is to place both signs, if unable to find a landowner on 53 NB, Kaitlin will work on placement of the sign for 53 SB by the Douglas County line which has the next highest traffic count.
13. Citizen Comment: Sharon Paine, Lisa Olson, Maureen Hoffman, Joy Melton
14. Possible Future Agenda Items: 2024 Budget Approval
15. Masterjohn made a motion to adjourn, seconded by Paine. Meeting adjourned at 9:25 AM

NEXT BOARD MEETING:

Tuesday, July 11, 2023 | 8:30 AM

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