



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, August 8, 2023 | 8:30 AM

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

1. Meeting was called to order at 8:32AM by Janisin

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	X	
Absent											

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

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

4. Minutes of the June Monthly Board Meeting were circulated. Dunlavy made a motion to approve as presented, seconded by Paine. Motion carried.

5. The Financial Reports for July and August were circulated for review. McGrath made a motion to receive the financial reports for July and August as presented, seconded by Dunlavy. Motion carried.

6. **Correspondence:** TIC Grant Email, Power of Tourism Letter

7. **2024 Budget:** Kaitlin presented a draft budget for review. No further suggestions or edits came forward, Dunlavy made a motion to forward the budget, as presented, to Washburn County Finance. Seconded by Hoffman, motion carried.

8. **Washburn County Official Guide Update:** Kelsy shared draft cover options for review & comments, will continue working on content updates and photo selection for the guide. Kaitlin shared that all ad renewal mailings went out and the team would make deadline reminder phone calls in the next week.

9. **Events & Fundraising:** Kaitlin shared two fundraising ideas for review which included selling tickets for the Stone Lake Cranberry Festival Marsh Tours and having a “calendar raffle” titled WashCo Winter Raffle pending approval from WI Dept. of Gaming. Kaitlin & Kelsy also shared an idea for an event to celebrate the opening of Strongman. McGrath made a motion to approve the two fundraisers and one event, seconded by Dunlavy. Motion carried.

10. **Marketing Update**

- Summer Campaign: Kelsy shared an overview of the results of various Facebook posts & SEM campaign run for summer.
- 2023 Fall Campaign Review: Kelsy shared the key demographics and adding Duluth as a target market for the fall campaign. The light launch of the campaign will begin later next week.



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- **Social Media:** Facebook traffic has been excellent, organic posts are reaching 2,000 to 5,000 people; nearly 11,000 Facebook visitors in the last 28 days.
- **Website:** Simpleview has begun updating the logos and removing the red to match the brand guidelines better. The fall theme will be rolling out in the next couple of weeks to coordinate with the fall campaign.
- **Earned Media:**
 - Girl of 10,000 Lakes (Jenny Anderson) has posted multiple Instagram reels throughout Washburn County
- **Upcoming Placements:**
 - Travel WI Coop: Traveler Email
 - State Point Media: Great Outdoor Experiences a Drive Away

11. Outreach Update

- The Washburn County Kiosk was in Shell Lake for the Fine Arts Festival, the next planned event to bring that to is Stone Lake Cranberry Festival.
- Kaitlin is arranging business tours for the Tourism Team.
- Kelsy & Kaitlin attended the Shell Lake Chamber Events & Marketing committee to discuss the 2024 Washburn County Guide and room tax dollars. They will plan to meet with them again in September.
- Membership mailing went out. Kaitlin will be emailing current Platinum Members to let them know they have first right of refusal for those limited spaces. Membership will continue to be a large part of the outreach in the coming months.

12. Operational Update

- **Travel Information Center Grant:** WCTA did not receive any money from the July round of the TIC Grant. Kaitlin spoke with Heidi to ask for any feedback for future applications, she was told this was the most competitive round of this grant and this grant program has the least amount of dollars to distribute. The largest hinderance is not having staffed weekend hours even though we do have the 24-hour information kiosk & video doorbell to reach staff.
- **Staffing Contracts: Rodeo** – This was a record year for the rodeo selling out of ALL three nights and having very minimal tickets to sell at the gate for Thursday evening. Friday & Saturday were sold out prior to the tickets leaving the tourism office. Spooner Rodeo is changing their ticketing program moving forward. Kaitlin has already supplied the ticket company with the information needed for them to start creating the event. Ticket sales will begin on Monday, October 2nd. Staff will have a few trainings before that to learn the new ticketing program.
- **Staffing Contracts: Cranberry Fest** – Vendor spaces are filling in. There will be a larger mailing to vendors with their confirmation information going out at the end of the month. Going very smoothly thus far.
- **Audit committee** met back in June & completed their report. Available for anyone interested in that. Thank you to Joe, Ann Miller & Dave Wilson for taking time to help with that this year.



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- Kaitlin is still working on sign permitting for the Highway 63 sign.
- The visitor center has been very steady with walk in traffic which has been great! Still lots of visitors utilizing the outdoor information rack even during hours when the Visitor Center is open.
- Morgan has been going to the wayside once a week since it opened in May. There has not been as much literature gone through out there, the team assumes that it is due to the Highway 53 construction in front of the Wayside entrance. The wayside is open through October so it will continue to be checked & stocked weekly through then.

13. Citizen Comment: Jill Dunlavy, Nikki Janisin

14. Possible Future Agenda Items: Official Guide Update, Membership, Fundraising & Event Update

15. Dunlavy made a motion to adjourn, seconded by Hoffman. Meeting adjourned at 9:47 AM

NEXT BOARD MEETING:

Tuesday, September 12, 2023 | 8:30 AM

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