



Washburn County Tourism Assn.

122 N. River Street, Spooner, WI 54801

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

tourism@washburncounty.org

MONTHLY BOARD MEETING MINUTES – OPEN SESSION

Tuesday, September 12, 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		
Absent	X						X			X	

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

3. Paine made a motion to approve the agenda as presented, seconded by Dunlavy. Motion carried.
4. Minutes of the August Monthly Board Meeting and August Personnel Meeting were circulated. Dunlavy made a motion to approve minutes from the August Monthly Board Meeting and August Personnel Meeting as presented, seconded by Paine. Motion carried.
5. The Financial Reports for September were circulated for review. Dunlavy made a motion to receive the financial reports for September as presented, seconded by Hoffman. Motion carried.
6. **Correspondence:** None
7. **Destinations Wisconsin: Fall Tourism Conference, Milwaukee:** Kaitlin shared where the travel budget sat, without having the travel expenses for attending the Simpleview Summit, and there will be enough to cover the lodging costs and mileage. The conference registration would be above and beyond the budgeted amount for Seminars/Conferences/Trainings, suggested moving \$155 from Office Expenses to Seminars/Conferences/Trainings to cover the registration fee. Dunlavy made a motion to move \$155 from Office Expenses to Seminars/Conferences/Trainings, seconded by Hoffman. Motion carried. Staff will review conference topics to decide which staff person would be best served at this conference based on roles with Washburn Co. Tourism Association.
8. **Personnel Committee Update:** Kaitlin shared that Personnel Committee decided to move forward with an Individual Coverage Health Reimbursement Arrangement (ICHRA) for full time employees through a company called Diversified Benefit Services (DBS). The plan has a month-to-month fee and start up fees; outside of the fees, WCTA allotted up to \$400 for reimbursement each month and a \$200 HSA contribution if employees have an HSA compliant plan. Kaitlin shared that all paperwork has been completed and official enrollment for WCTA commenced on September 1st. It was also reported that no retirement benefits were discussed during this meeting, but suggested that they be looked at, at a future meeting as an additional benefit for staff.



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9. **Future Plan(s) for WCEDC:** A draft marketing contract was shared with the board for review. A motion was made by Sacco to forward the draft contract to the Washburn County Economic Development board for their review with the following changes: compensation to be changed to \$240 per month, payments made in four equal payments of \$720 per quarter and hours spent on the microsite build to be billed at the hourly rate of \$26 per hour. Seconded by Janetski. 5 Yes, 1 No, 1 Abstained, motion carried. (Attached)
10. **Marketing Update**
 - a. **2024 Visitor Guide Update:** Content creation is well underway, working to wrap up ad sales over the next week and confirm ad placements.
 - b. **Distribution:** APG Media will be doing an insertion of the 2023 guides as part of the fall campaign. They have received the guides and will also be placing a 3"x3" placement on the front for promotion of the guide that is inserted.
 - c. **Recent Placements:** Samples of recent placements were circulated for review. Recent placements included Travel WI Co-op Traveler Email, Our Wisconsin Magazine, State Point Media Article: Great Outdoor Experiences a Drive Away, Midwest Rider, and WEAU Digital & On-Air.
 - d. **Travel Writers/Influencers:** A creator from SHRPA has been chosen for a fall focused visit with suggested stops of Stone Lake Cranberry Festival, Burch Barn, Train Ride, as well as tourism member businesses. The visit will be October 7th through 9th.
 - e. **Earned Media:** Girl of 10,000 Lakes, Jenny Anderson, multiple Instagram reels; Travel WI Travel Email, 5 Scenic Fall WI Train Rides; various Facebook & Instagram postings from creators.
 - f. **Visitor & Web Stats:** Circulated for review. (Attached)
11. **Outreach Update:** The Tourism Team met with Lt. Governor Sara Rodriguez and did a tour of The Potter's Shed in Shell Lake while she was visiting the area two weeks ago. The team will also plan more business tours over the coming months, choosing a day or two a month to travel around the county to continue to learn about area businesses and attractions. WCTA was invited to partake as part of the Long Lake Golf Outing again this year, last year this was a combined effort with EDC. Kaitlin committed to the golf outing as a standalone this year. Kaitlin has been sitting in on some planning calls for a fishing show filming happening on Long Lake happening next week. She will continue to help as needed, Long Lake Chamber will receive a destination/tourism spotlight aired during the show.
 - a. **Business Visits:** Kaitlin & Kelsy did business visits at Wild Wings, White Feather Creations & Laura's Bake Shop on Walnut St in Spooner. Would like to continue doing new business visits. There are new businesses in Birchwood that they will make their way to next.
 - b. **2024 Membership:** The team will continue to work on the membership & keeping that up. Mailing will go out to prospective members to join for 2024, join now & they receive the end of 2023 "complimentary", no prorated amounts for the end of this year. Reminder, that to ensure your membership listing makes it into the 2024 Guide, membership must be in by the beginning of October when content begins to be submitted to Advance Printing for updating in the guide.
12. **Operational Update:** WCTA has been scheduled for Tuesday, October 3rd at 9:30AM for the budget presentation in front of the Washburn County Finance Committee. Any board member is welcome to attend



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and will gauge if both Kaitlin & Kelsy will be able to attend based on the demand for rodeo ticket sales; may need to still have two people at the office to help with phone & walk in traffic. Kaitlin has been working with the account specialist to get everything set up for DBS, the initial billing has not come through yet but expected to see that before the end of the month. All staff were given the information about the benefits; Kaitlin created a sign off, like the Employee Handbook signoff, which states employees have received the appropriate information about this benefit, were given the opportunity to ask questions & understand the benefit and to choose if they will or will not be utilizing it. These records will be kept with Employee Personnel Files. The team will continue to work on wrapping up the ad sales for the 2024 guides and pushing out the membership information. The Credit Card account has finally been switched over after a handful of back & forth conversations over the past few months with the current credit card company. Morgan has received her credit card which will be used for postage & office supplies and Kaitlin was issued a new credit card. The credit limits will remain the same as previously allocated. Gift Shop: The Visitor Center Gift Shop now has Cranberry Fest apparel on consignment, sweatshirts & plaid shirts.

a. Events & Fundraising

- i. Kaitlin & Kelsy met with the Churchills to go over planning for the end of October event. Once squaring away a few more details, a poster & event information will be posted.
- ii. The tickets for the Winter Raffle have been printed. The raffle will not have to be approved through the Dept of Gaming if chosen to happen the same way each year. This can be evaluated after this year to decide if the time of the year should be different moving forward. Request to bring tickets for board members to the next WCTA Board Meeting.

b. Staffing Contract Updates: Spooner Rodeo & Stone Lake Cranberry Festival

- i. The new ticket program development is underway. The company, Rodeo Ticket, is hoping to have this back to us soon for review and to begin training. Everything is still on track for the October 2nd ticket sales.
- ii. The vendor booths are filled to a maximum capacity this year which is a great problem to have. Morgan & Kelsy helped get all of the vendor packets mailed out at the end of August to keep everything on track. Kaitlin & Morgan will plan to go to Stone Lake for a training on Marsh Tour Ticket Sales & to go over the WCTA booth set up at the festival.

13. **Citizen Comment:** None

14. **Possible Future Agenda Items:** WCEDC Marketing Contract Review

15. Dunlavy made a motion to adjourn, seconded by Sacco. Meeting adjourned at 9:39 AM

NEXT BOARD MEETING:

Tuesday, October 10, 2023 | 8:30 AM

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