

Minutes of Board Meeting – Washburn County Tourism Association
Tuesday, October 11, 2022 | 8:30 a.m.
Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801

1. Meeting was called to order at 8:30 a.m. by Michelle Martin
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: Lisa Olson, Michelle Martin, Kaitlin Hanson, Lindsay Barnes

3. Masterjohn made a motion to approve the agenda, seconded by Sacco. Motion carried.
4. Minutes of the September meeting were circulated. Masterjohn moved to approve as presented, seconded by Paine. Motion carried.
5. The Financial reports were circulated for review. Dunlavy moved to receive the October financial report as presented, seconded by Masterjohn. Motion carried.
6. **Correspondence:** Letter to Zoning Committee
7. **Visitor Center & Staffing Update:** Michelle updated that Lindsay Barnes has joined the team. Lindsay introduced herself. The visitor center hours will remain 9 a.m. to 3 p.m. through the winter; Lindsay will be in the office from 8:30 a.m. to 3:30 p.m. Michelle shared that she and Sue had discussed taking time at an upcoming board meeting to review and prioritize projects to ensure that the team is headed in the right direction.
8. **Credit Card Limits:** The team is running into an issue of not having a high enough spending limit on Michelle or Kaitlin’s work cards for how many expenses need to be charged. The team would like to request permission to increase the credit limits. Michelle’s current limit is \$5,000 and Kaitlin’s is \$1,000. If Kaitlin’s were increased to \$5,000, then the postage could always go on her card which would allow Michelle’s card to be used primarily for office supplies and marketing. Dunlavy made a motion to increase Kaitlin’s credit card limit to \$5,000, seconded by Hoffman. Motion carried.
9. **WCTA Board Application(s):** No applications have come in yet for the final two geographic areas; Minong and Stone Lake.
10. **DMO Grant Update:** No updates at this point; Michelle is still waiting on the reporting guidance from the state.
11. **Welcome to Washburn County Signs:** Kaitlin is working on the sign installation plans for Highway 63. Janetski and Dunlavy offered to help with the brush clearing for the Highway 63 sign. Kaitlin will follow up to schedule a time. The signs have been completed and the sign company is ready to install as soon as Maintenance receives the permit and the site has been cleared.
12. **Washburn County Official Guide Update:** Kaitlin did an excellent job on ad sales and has met her sales goal for the year. The guide is essentially full with the only additional ads available being 1/16 in the Dining section. Kaitlin will continue working on proofing of ads with businesses through next week. Michelle and Lindsay are working on the creative this week. The layout of the book has been set; next steps are writing content, fact-checking and photo selection. Michelle shared an email from Jamie at Advance Printing regarding paper prices. Dunlavy made a motion to approve the additional \$4,524, taking it out of 720-Special Advertising, seconded by Paine. Motion carried. (ATTACHED)
13. **Fall Campaign Review:** Michelle shared a recap of the fall campaign. The campaign was very successful.
14. **2023 Marketing Plan:** Michelle shared a draft of the 2023 Marketing Plan. Discussion was had on several items. A final plan will be presented at the November Meeting for approval.
15. **Marketing Update:**

- a. **Marketing Updates:**
 - Fall color is coming to a close and most campaigns have ended; the team will be transitioning to Winter planning
 - Kaitlin & Lindsay attended the Fall Wedding Showcase in Duluth in September
- b. Michelle & Kaitlin had a meeting with Zartico to see if their research would be a good fit for our organization. At this time, the team does not feel that it would be the best use of funds. In the future, a partnership between Washburn County, WCEDC and WCTA could be an option for making it happen.
- c. **Earned Media:** Girl of 10,000 Lakes appeared on Fox 9 and shared the Wisconsin Great Northern Railroad
- d. **Updated/New Publications:** Group Tour Mailing Piece, Destination Weddings Brochure
- e. **Video/Photo Updates:** Destination Wedding video; Fall video
- f. **Regional Initiatives:** NorthwestWisconsin.com updating is well underway. The WCTA team hopes to have their portion of the pages completed by October 21st.
- g. **Website & Visitor Statistics** were shared. (ATTACHED)

16. Outreach Update:

- a. The membership drive is doing well. The team has exceeded the 2022 membership goal and memberships continue to come in from the mailing that was sent out in September. There is only one Platinum membership available at this time.
- b. Leadership Washburn County planning is well underway.
- c. Best of WashCo voting has completed. An event is being planned to announce the winners.
- d. Big Bundle Up donations have already started coming in and Kaitlin has worked on getting the items distributed early to get ahead of the cold winter season.
- e. **Chamber Outreach:** Kaitlin attended Spooner, Shell Lake Marketing & Minong; Kaitlin will be attending Birchwood's meeting virtually this evening at 6PM
- f. **Other Events:**
 - Michelle & Kaitlin attended the open house event at Masterjohn Realty & Appraisals celebrating their 30 years in business.
 - The WCTA team participated in the Scarecrow Contest for Jack O'Lantern Festival.
 - Michelle & Kaitlin met with Linda Hand from the Unit on Aging to discuss their photo & video initiative. The team offered use of photos to bridge any gap they may have when doing their filming.
 - Michelle & Kaitlin will be meeting with Lolita regarding Washburn County's brand/logo later today.
 - A ribbon cutting will be held for a new business in Minong, Wild Rivers Acupuncture & Kwik Trip in November
 - Michelle & Kaitlin were able to put the new information booth up at Cranberry Fest, it was unstaffed but survived the bit of rain in the morning.

17. Operational Update:

- a. Michelle, Kaitlin & Sue presented at the County Finance Meeting for the 2023 budget. Budget was tentatively approved as presented. The Personnel Committee should plan on meeting after the county board decision on November 8th.
- b. Website advertising with DTN kicked off and there were some issues that came up. Michelle had a call with the Director of Sales to go over the issues and everything should go smoother in the future.
- c. Stone Lake Cranberry Festival is a wrap for 2022. The boots on ground the morning of the festival went smoothly, Michelle & Kaitlin were both there the morning of to check in with vendors. This staffing contract will be reviewed for any changes/additions/etc. during the 1st Quarter of 2023 per the contract.
- d. Rodeo sales began on Monday, October 3rd. It was the busiest opening day of sales ever. In the future, the team recommends beginning sales the second week in October and not mailing or handing out tickets until the beginning of November.
- e. Reminder that the team will be gone on November 10th & 11th at the Fall Tourism Conference in Wisconsin Dells.
- f. Michelle is attending the Town of Trego board meeting tonight to see if they are willing to take over the Namekagon historical sign that was removed from the Highway 63/Lakeside Road parking area.

18. The following citizens gave updates: Victor Sacco, Sue Churchill

19. Possible Future Agenda Items: Personnel Update, 2023 Budget, 2023 Marketing Plan, Campground Moratorium

20. Motion to adjourn was made by Dunlavy, seconded by Masterjohn. Motion carried. Meeting adjourned at 9:47 a.m.

**Next Board Meeting Date:
Wednesday, November 9, 2022
Washburn County Highway Department | 1600 Co. Hwy H | Spooner, WI 54801**