

Minutes of Board Meeting – Washburn County Tourism Association
Wednesday, November 10, 2021 | 8:30 a.m.
Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801

1. Meeting was called to order at 8:35 a.m. by Nikki Janisin
2. Roll Call:

	Robin Berlin	Sue Churchill	Jill Dunlavy	Steve Janetski	Nikki Janisin	Cristina Masterjohn	Joe McGrath	Sharon Paine	Victor Sacco		
Present				X	X	X	X	X	X		
Absent	X	X	X								

Others present: Doug Lein, Lisa Olson, Michelle Martin, Kaitlin Hanson

3. Masterjohn made a motion to approve the agenda, seconded by Paine. Motion carried.
4. Minutes of the September meeting were circulated. Sacco moved to approve as presented, seconded by Masterjohn. Motion carried.
5. The Financial reports were circulated for review. Masterjohn moved to receive the financial reports for October & November as presented, seconded by Paine. Motion carried.
6. Citizen Comment: Doug Lein shared that the WI Lumberjacks are back on home ice, local hockey is growing, and that they are putting in a bid to host the Centennial Cup. Nikki Janisin shared that Hunt Hill is hosting their Glow Hike on Saturday, Nov. 13. Lisa Olson shared that the Best Western will be opening the pool to the public and will be offering swimming cards. Joe McGrath gave an update on the Minong Flowage Drawdown.
7. Correspondence: Letter from Washburn County Forestry regarding Leisure Lake Youth Camp; Letter from Washburn County Sheriff's Office regarding Christmas for Kids
8. **Grant & Budget Updates:** Michelle gave an update that the team is still waiting on notification for the DMO Travel Grant; she is applying for the DMO Tourism Capital Grant; Washburn County approved our budget request with the capital request for one "Welcome to Washburn County" sign.
9. **2022 Marketing Budget Draft:** Michelle presented a draft of the 2022 Marketing & PR Budget. The budget is significantly less due to not having as many rollover marketing dollars. The budget is being presented with an anticipation of roughly \$7,450 in rollover. If the marketing rollover dollars are less, she will cut a project or two down to accommodate that. Masterjohn made a motion to approve the budget as presented pending carry-over funds and if the carry-over funds are less than the \$7,450, the recommended cuts must be brought forward to the board for review. Seconded by McGrath. Motion carried.
10. **WCTA Sponsorship Policy Review:** After a recent request for sponsorship, Michelle shared that the board should review the current sponsorship policy as it didn't cover the current request nor is there a line item in the budget for her to pull funds from for such a request. The board discussed the current policy and recommended to update the policy and bring forward by the end of first quarter 2022 for review.
11. **Sponsorship Request(s):** Michelle shared a request from David Wilson in regard to sponsoring the Northwest Icemen Hockey Team. Masterjohn made a motion to deny the request and any other requests that may come in during 2021 as we haven't sponsored anything like this in the past, the current policy needs to be reviewed and there is no current line item in the budget for sponsorships, seconded by Paine. Motion carried.
12. **Simpleview Update:** Michelle and Kaitlin should be seeing the website for the first time on Monday and will have two weeks to make edits prior to launch. Launch date is tentatively set for Monday, November 29th. Additionally, with the contract, Simpleview has given WCTA one registration to their annual summit. To begin planning, the team will need to know if the board would prefer both team members attend and come up with a budget for travel expenses. The board requested a cost breakdown of attending the summit and a report on

work load during that time of year to see what staff would be available to attend. Michelle and Kaitlin will bring the cost breakdown and report to the December meeting.

13. **Visitor Guide Proofing Opportunity:** The 2022 Washburn County Guide proof was passed around for review. It is available until 3 p.m. today at the visitor center for review.
14. **Marketing Update:**
 - a. Sport Show - WCTA is signed up for a booth at the March 18-20, 2022 Wisconsin Sport Show in Eau Claire. Volunteers will be needed; Billy Rosner has first opportunity as he was signed up for the 2020 edition when it was cancelled.
 - b. Vanity URLs have been purchased for all six chamber communities. DiscoverBirchwood.com, DiscoverLongLake.com, DiscoverMinong.com, DiscoverShellLake.com, DiscoverSpooner.com, DiscoverStoneLake.com
 - c. A new winter video is in the works and is tentatively planned to launch that in mid December.
 - d. WCTA has booked a full page in the 2022 Wisconsin Travel Guide, a presence in the Destinations directory for AAA Living, a two-page spread in See Wisconsin magazine, as well as several other smaller ads.
 - e. Ad samples are available for review
 - f. Best of WashCo: Announcement
 - g. WCTA Monthly Statistics Report (ATTACHED)
15. **Outreach Update:**
 - a. Visitor Center Holiday Plans:
 - Partnering with building entities to decorate outside and inside. Building decorating will be Friday, November 19th if there are any volunteers that would like to come to the Visitor Center to help.
 - Drop off location for Big Bundle Up
 - Tourism will have a toy drive list from the Washburn County Sheriff's Department, this will go to families in need in Washburn County for the holiday season.
 - Possible days to come in for Holiday Goodie Bags
 - Gift Shop Holiday Sale
 - b. Local Economy Day was held on Thursday, October 21st
 - c. Michelle was recently appointed to the WI Dept. of Tourism's Marketing Committee - a 9 person advisory committee to Travel Wisconsin. Her first meeting was on Wednesday, October 27th.
 - d. Michelle had a JEM Grant meeting on Thursday, October 28th; next JEM grant meeting on November 30th.
 - e. Kaitlin attended the recent Spooner Chamber Meeting, and is a part of the Shell Lake Chamber's marketing committee which had their first meeting a few weeks ago.
 - f. Kaitlin attended the Fall Tourism Conference in Lacrosse last Thursday & Friday.
16. **Operational Update:**
 - a. Lauren has given her notice and her last shift will be November 24th. She will now be full time at the Spooner Chamber.
 - b. Michelle & Kaitlin have hired three Lumberjack's players to help out over the next few months with the Visitor Center and projects until we get the year-round position filled. Their availability around the holidays is limited due to Thanksgiving & Christmas Breaks
 - c. Proposal for the Visitor Center to be closed for a "Holiday Break" from December 23rd through the 31st; Michelle & Kaitlin have not been able to use much of their vacation time this year due to limited staffing & large scale projects. The board discussed and felt that was fine as long as the outdoor literature rack was maintained and visitors could use the video doorbell for questions.
 - d. Kaitlin's office has moved to behind the front desk to be more available for visitors walking into the visitor center. The conference table will be on the other end of Michelle's office and is only available for use when she is in the office.
 - e. Michelle and Kaitlin met with a few representatives of the Spooner Chamber to discuss some building related topics such as the chamber pitching in with cleaning/opening duties, watering flowers, landscape maintenance, as well as holiday decorating. The group also discussed procedures for when one or the other entity is closed to make sure there are appropriate mailboxes, pick-up bins, signage as to expected return, as well as how to best handle visitor traffic if WCTA is closed. During this meeting it was brought forward that some building keys were missing so the visitor center will be investing in a pin pad vs keys to the building to keep from needing to be rekeyed in the event of lost keys.
 - f. Insurance Policy is available for review

- g. Personnel Meeting needs to be scheduled for either December 14th prior to our board meeting or between now and then. Michelle will send out an email to the Executive/Personnel Committee to find out what the preference is.

- 17. **Citizen Comment:** None
- 18. **Possible Future Agenda Items:** Marketing Rollover, Sponsorship Policy, DOT Update, Simpleview Summit Budget, Personnel Committee Report
- 19. Motion to adjourn was made by Masterjohn, seconded by Paine. Motion carried. Meeting adjourned at 9:45 a.m.

Next Board Meeting Date:

Tuesday, December 14

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