

Minutes of Board Meeting – Washburn County Tourism Association
Wednesday, November 16, 2022 | 8:30 AM
Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801

1. Meeting was called to order at 8:31 AM by Churchill
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: Kaitlin Hanson, Lindsay Barnes, Doug Lein

3. Dunlavy made a motion to approve the agenda, seconded by Sacco. Motion carried.
4. Minutes of the October meetings were circulated. Dunlavy moved to approve as presented from October 11th, October 14th, October 17th, and October 21st, seconded by Masterjohn. Motion carried.
5. The Financial reports were circulated for review. Masterjohn moved to receive the November financial report as presented, seconded by Hoffman. Motion carried.
6. **Correspondence:** None
7. **Visitor Center & Staffing Update:** Kaitlin welcomed Lindsay to the team at the Marketing Director and updated the Office Coordinator position will be posted utilizing Indeed with a close date of December 1st. Masterjohn made a request to use Facebook job postings for the last three to five days of the applications period if there had not yet been qualified applicants from the other job posting.
8. **WCTA Staff Credit Card(s):** Kaitlin updated that her credit limit had been updated to \$5,000. She is still in the process of officially closing Michelle’s credit card, however there is paperwork from Shell Lake State Bank that needs to come through first. For now, Michelle’s credit card is ‘frozen’ so there are no further purchases made. Once that card has been closed, it would be recommended to open a second card for Lindsay to use for marketing placements. To be revisited after closing Michelle’s credit card is complete.
9. ~~**Bank Signature Card**~~
10. **2023 Budget Approval** – Kaitlin reported the county budget had been approved in full at the County Board of Supervisors Meeting yesterday. There was discussion on line items that had been changed from the initial budget presented to the WCTA Board of Directors. Payroll was decreased based on new staff salaries; Insurance went up based on the YTD budget; Credit Card Fees were increased as there have been more advertisers using credit card payments which creates larger fees for WCTA; Publication Expenses went up due to the rising cost of paper and print costs; and Postage was increased based on the YTD budget, but will need to consider adding more to this line item based on current spend for this line item. Dunlavy made a motion to approve the 2023 Budget with the updates to the listed line items, seconded by Janisin. Motion carried.
11. **WCTA Board Application(s):** No applications have come in yet for the final two geographic areas; Minong and Stone Lake.
12. **DMO Grant Update:** The team is awaiting one more invoice to have everything needed for submitting the grant reporting. There has not yet been grant reimbursement information released at this time.

13. **Welcome to Washburn County Signs:** The sign production has been completed and will be paid for during this budget cycle. One sign will be reimbursed through the capital funds request to the county, and the other sign will qualify for reimbursement through the DMO Grant Application that was submitted. Kiko from Washburn County Maintenance has taken over the permit application process, at this point it does not look like there will be a sign installed this year & will aim for a spring install on Highway 63 at the Sawyer County line and will continue working on a confirmed location at the Barron County line on Highway 53 as that was previously agreed upon as the location for these signs.
14. **Washburn County Official Guide Update:** The 2023 Guide has gone to print and Kaitlin has received an email from Jamie at Advance Printing that the printing of the guide is ahead of schedule. Delivery to the print shop in Hayward will be early next week. The team will confirm distribution plans with 5 Star and Vector & Ink this week so Jamie can help with the large shipment of guides to those locations. Kaitlin will confirm storage plans with the Washburn County Highway Department for one of the pallets.
15. **Winter Campaign Overview:** Lindsay shared a short presentation of the upcoming winter campaign.
16. **2023 Marketing Plan:** A draft plan was presented with no changes from the previous presentation of the 2023 marketing plan. Discussion was had on caution spending in several of the line items as to not overspend to ensure the budget for 2023 will balance. Masterjohn made a motion to approve the presented plan with no roll over from 2022 to balance the current budget line items that are at an overage, seconded by Dunlavy. Motion carried.
17. **Marketing Update:**
 - a. Marketing Updates:
 - Fall leaves have fallen and been blown away. Winter has arrived, and the team is now focused on 2023 Winter campaigns.
 - The website is scheduled to go to its winter theme on November 28th at the start of the winter campaign dates.
 - With the winter video having been updated in January, that video will be used for this winter campaign utilizing it on social media and on the website.
 - Midwest Riders Nov/Dec Publication came out, Washburn County has a group ad in this snowmobile publication
 - Travel Wisconsin Co-op Bookings went out last week, there are spots reserved for the Traveler Email Blast & a few of the social media placements
 - b. Earned Media: Family Vacationist (familyvacationist.com) #2 Wisconsin Great Northern Railroad mentioned in the top 10 Holiday Train Rides Guaranteed to get you in the Christmas Spirit
 - c. Updated/New Publications: Group Tour Welcome Letter to go with Mailing Piece
 - d. Regional Initiatives: NorthwestWisconsin.com updates are complete from the team, other destinations are continuing their edits/additions.
 - e. Website & Visitor Statistics were shared. (ATTACHED)
18. **Outreach Update:**
 - a. The team attended the ribbon cutting for the new Kwik Trip location where Kaitlin gave remarks about the 2021 economic impact numbers for Washburn County.
 - b. The Best of WashCo award gathering will need to be planned to happen in January. Discussion was had on hosting the award gathering in December for future years.

- c. The Big Bundle Up promotion through Travel WI is not happening for this year. The team plans to continue running a similar campaign – Bundle Up WashCo. The goal is to launch by the end of this week, there have already been donations coming in. Churchill offered The Dock Coffee as a collection location, Hoffman offered to have a collection location during Holiday Saturday in Shell Lake.
19. **Operational Update:**
 - a. Kaitlin & Lindsay attended the Fall Tourism Conference in the Wisconsin Dells last Thursday & Friday. Next year's Fall Tourism Conference will be held in Milwaukee.
20. **The following citizens gave updates:** Doug Lein regarding Youth & High School Hockey Numbers, additions to the Civic Center building which include new locker rooms and two golf simulators at Jersey's in the former Pool Side Room; Maureen Hoffman regarding the upcoming Wine Walk in Shell Lake; Victor Sacco regarding the Lakeland Family Resource Center fundraiser being held on March 4th; Sue Churchill regarding the free Thanksgiving Dinner that Round Man Brewing Co will be hosting next week
21. **Possible Future Agenda Items:** Employee Benefits, Personnel Meeting w/ Employee Reviews, Taste of Washburn County Gala Update
22. Motion to adjourn made by Masterjohn, seconded by Dunlavy. Motion carried. Meeting adjourned at 9:44 AM

**Next Board Meeting Date:
Tuesday, December 13, 2022
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