

Minutes of Board Meeting – Washburn County Tourism Association
Tuesday, December 14, 2021 | 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 Sue Churchill
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	X		
Absent	X				X						

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

3. Dunlavy made a motion to approve the agenda, seconded by Paine. Motion carried.
4. Minutes of the November meeting were circulated. Paine moved to approve as presented, seconded by Janetski. Motion carried.
5. The Financial reports were circulated for review. Dunlavy moved to receive the financial reports for December as presented, seconded by Paine. Motion carried.
6. Citizen Comment: Michelle thanked the board on behalf of the WCTA team; Victor Sacco shared a fundraising event for Lakeland Family Resource Center that Edina Realty – Sacco Group is putting on at the Spooner Civic Center on January 22; Doug Lein shared an update from the Governor’s grant check presentation at the civic center with positive comments about the work Washburn County Tourism Association is doing as well as the Spooner community
7. Correspondence: D&O Insurance Policy
8. **Simpleview Report:** Michelle gave an update and shared the new website. The team now has 30 days to really dive and bring forward any technical issues. The team is working on page content updates, font updates, “Featured” and “Member” flags, adding a “region” option for events, working on a new video for the home page, request forms for Weddings and Groups, as well as making the Visitor Guide request form more apparent. Michelle challenged the board to dive in as they were a visitor and email over any issues or suggestions.
9. **Executive/Personnel Committee Report:**
 - a. **Overview:** Michelle shared the minutes from the Executive/Personnel Committee meeting. Extensive discussion was had on the committee’s decision regarding the wage for the new position. Discussion was had on an appropriate pay scale and how that could affect the wages of current team members. The board recommended that Executive/Personnel Committee meet again with input from the board meeting today. Churchill advised that if anyone had comments to share on the subject, to email it to Michelle ahead of time. Michelle was asked to get that meeting set up prior to the January full board meeting. Dunlavy made a motion to approve the minutes, seconded by Janetski. Motion carried.
 - b. **Fiscal Impact:** This will be on the January agenda after the Executive/Personnel Committee meets again.
10. **Destinations Bound:** Discussion was had on Destinations Bound and the offer that James Netz has given to WCTA to jump on board early for a 50% discount. McGrath made a motion to approve the \$4,000 for Destinations Bound utilizing the general fund, seconded by Dunlavy. Motion carried. The marketing aspect will come directly from the 2022 Marketing & PR Budget and will be discussed at the January meeting.
11. **Marketing Rollover Review:** A revised marketing budget will be presented at the January meeting. Estimated rollover is about \$6,400, but Michelle will have a firm number in January.
12. **WCTA Sponsorship Policy Update:** Not available at this time. Per request of the board, it will be reviewed by end of Quarter 1, 2022.

13. **Simpleview Summit Budget:** Kaitlin presented the budget numbers for Simpleview Summit with just one staff member attending and with both staff members attending. Discussion was had on whether it would be most beneficial to send one or both. When asked if the team would prefer to attend virtually if a virtual option were made available, both staff indicated that due to personal reasons they would prefer to attend virtually. McGrath made a motion to approve both team members attending the Simpleview Summit utilizing the general fund, seconded by Dunlavy. Y-6, N-1 (Masterjohn). Motion carried.
14. **Marketing Update:**
- a. 2022 Visitor Guides are here!
 - b. 2021 Guides have all been distributed, we have about a half of a box left at the visitor center for in person through the end of the year.
 - c. Full Page in Travel Wisconsin official Guide; Birchwood and Spooner also took out ads facing our page. This will be the first time Washburn County has had a presence in this guide. See sample.
 - d. Group tour marketing placements include Circle Wisconsin's annual publication as well as digital and print placements with Leisure Group Travel/Premier Travel Media.
 - e. Winter marketing is all in place.
 - Placements include: Midwest Rider, WI Outdoor News, Outdoor News E-blast, TW Social, TW Eblast, Snowtracks, WI Snowmobile News, Our Wisconsin
 - Social ads will launch on Wednesday.
 - SEM is all up and running
 - f. WashCo Compass E-newsletter will have a winter edition coming out this week focused on winter travel and the 2022 guide.
 - g. WCTA Monthly Statistics Report (ATTACHED)
15. **Outreach Update:**
- a. Michelle, Kaitlin, Mike from Forestry and two local residents met regarding a trail development project that they would like to see come to fruition. During that meeting, Mike made it very clear that trail development projects have to go through the Forestry Department. Any further phone calls and questions regarding this project and any other trail development projects will be directed to Mike at Washburn County Forestry.
 - b. Michelle & Kaitlin met with Shell Lake Arts Center Pat Barnett & board member Sheila Squires, they shared their new website & updates happening at the Arts Center.
 - c. Kaitlin shared there have been a few different businesses that the team has learned have new owners such as Kimball Lake Resort in Minong, Lincolnwood Resort on Long Lake, Log Cabin on Long Lake now called Coco's Lodge. If the team has not yet been in contact with the new owners those connections will be made when able.
 - d. While working on business listings on the new website, the team learned Gypsy & The Frog will be moving from their current location on Walnut Street to the Rusty Bucket storefront by the end of the year. And, Pine Brook Farm will be keeping their listing as an event/wedding venue.
 - e. Mindy's & other private vacation rentals are starting to reach out regarding information about listing their property on our website. We are following up with them and ensuring they have a lodging license before moving forward with creating listings.
 - f. Kaitlin was on the WRLS morning show on Monday - they invited her to talk about the Big Bundle Up campaign, and also touched on Washburn County Christmas for Kids and shopping local for the holiday season
 - g. Big Bundle Up has collected over 360 items!! The tourism team has distributed these items to the Washburn County Food Pantry, Birchwood Food Pantry, Comforts (Minong Food Pantry), and Lakeland Family Resource Center. This has been our biggest collection year for Big Bundle Up to date. Our campaign will run through Friday, January 7th.
 - h. Washburn County Christmas for Kids has gone over quite well for the first year, the team will finish up their collections on Friday, December 17th to get the items to the Sheriff's Department in time for their distribution.
16. **Operational Update:**
- a. Michelle shared that we have new inventory in the gift shop and that consignment checks will be cut by the end of the month.
17. **DOT Update:** Michelle shared resources for both the Trego and Spooner DOT projects. If anyone has questions, they can reach out to Michelle and she will either answer them or get them in touch with the project manager from DOT.
18. **Citizen Comment:** Julie Fox shared an update from Travel Wisconsin: Congratulations on the grants to everyone who received them, New Travel Wisconsin website launched; New travel study indicated that the Omicron variant is impacting travel sentiment; Stay tuned for information on Plan your Vacation Day happening on January 25th

19. **Possible Future Agenda Items:** Personnel Committee Report, Partnership & Member Options (pending Fundraising/Finance Committee Meeting), 2022 Goals & Objectives, Outreach Plan Draft, Updated Marketing & PR Plan, Sponsorship Policy
20. Motion to adjourn was made by Dunlavy, seconded by Paine. Motion carried. Meeting adjourned at 9:57 a.m.

Next Board Meeting Date:

Tuesday, January 11, 2022

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