

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

1. Meeting was called to order at 8:32 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, Michelle Martin, Kaitlin Hanson

3. Dunlavy made a motion to approve the agenda, seconded by Masterjohn. Motion carried.
4. Minutes of the January meeting were circulated. Masterjohn moved to approve as presented, seconded by Dunlavy. Motion carried.
5. The Financial reports were circulated for review. McGrath moved to receive the financial reports for February as presented, seconded by Sacco. Motion carried.
6. Correspondence: Grant Letter from Dept. of Administration, Thank you from Jackie Rosenbush
7. **Website Featured Listing Program:** Michelle shared the three options for the website advertising with Simpleview. Discussion was had on benefits and disadvantages of doing in-house sales, utilizing the Destination Travel Network tool, etc. Masterjohn made a motion to go with the Simpleview partnered program with the 40/60 revenue split provided the contract is no more than two years, seconded by Dunlavy. Motion carried.
8. **Finance/Fundraising Committee Report:** Masterjohn made a motion to approve the minutes of the Finance/Fundraising Committee meeting, seconded by Dunlavy. Motion carried.
 - a. **Partnership & Member Options Program Update:** The updated Partnership & Member Options program outline was presented. Sacco made a motion to approve the program outline, seconded by Masterjohn. Motion carried. Michelle also shared that current members for 2022 would be grandfathered in for the remainder of the year at the Silver level. Membership dues utilizing the new program, paid in 2022, will be for 2023 membership dues and the deadline will be September 30th to ensure that all members make it into the Washburn County Official Guide. Current members will also be given first priority to upgrade their membership. (ATTACHED)
9. **Wisconsin Governors Fishing Opener Event:** Kaitlin gave an update on the event planning and ran through the general agenda. The team asked the board members to mark their calendars as volunteers will likely be needed to pull off the event.
10. **Visitor Center Attraction Display:** Michelle shared that the team needed some direction from the board on what to do with the display considering the light foot traffic over the past two years with Covid-19 and River Street/Highway 63 being closed much of 2022. She shared the option of doing a Hidden Gems of Washburn County display which would incorporate several smaller displays. Board consensus was that the hidden gems would be a good idea. Michelle will reach out to a few partners to create interactive, hands-on displays for the series.
11. **Destinations Wisconsin & Destinations International:** Michelle shared her summary of the two organizations and recommended that as soon as the budget allows, to pursue membership beginning with Destinations International. (ATTACHED)
12. **Outreach Program Development:** Kaitlin presented the Outreach Program Outline draft. Janisin suggested that Kaitlin put it in a prioritized order. Janisin made a motion to approve the plan, seconded by Dunlavy. Motion carried. (ATTACHED)
13. **Grant Updates:** Michelle shared that the Tourism Capital Grant application for exterior upgrades on the visitor center property was denied. Regarding the Destination Marketing Organization Grant, there have been no updates on the certified audit requirement or the

affirmative action plan requirement. An email was received after the last board meeting indicating that they would be in touch on both items.

14. **Simpleview Update:** The team has set up two different training days for members to sign up for their first introduction into using the Extranet. After both training days WCTA will be able to launch the Extranet for members to access their listings and make updates on their own. Kaitlin will still be the point of contact for partners when it comes to their listings to ensure everything is updated appropriately. The majority of front end pages have been updated. There are still a few under the outdoors (Beaches, Lakes & Parks) that need to be updated as well as the Relocate, Tourism, Media, Photo Contest sections.
15. **Marketing Update:**
 - a. Michelle reported that there isn't a lot happening at this time. The winter campaign is still live and spring/summer will begin launching over the next few months.
 - b. Destinations Bound: Planning has yet to start due to the team's workload with fishing opener. Michelle is hopeful to get the ball rolling with the Destinations Bound team shortly.
 - c. WCTA needs a volunteer for the Wisconsin Sport Show in Eau Claire on March 18-20th. If anyone is interested, please let Michelle know.
 - d. Website Statistics & Visitor Statistics were shared. The new Visitor Statistics report will be coming soon.
16. **Outreach Update:**
 - a. Kaitlin successfully made it to four of the six Washburn County chamber meetings since the last WCTA board meeting.
 - b. Michelle & Kaitlin along with a few other members from Spooner BID met with Beth Cunningham from DOT. Maps of the Highway 63 project as well as the larger area construction map will be emailed out.
 - c. A majority of the outreach efforts have been staying on top of the planning for the Fishing Opener.
 - d. Michelle and Kaitlin attended a virtual meeting for Heart of the North Days with the Wisconsin Department of Tourism and have a meeting scheduled for Wednesday with the Office of Outdoor Recreation.
 - e. Congratulations to Round Man Brewing Co. on the purchase of the Uncle Mike's property in Trego.
17. **Operational Update:**
 - a. The position for WCTA had been reposted with an update to the job overview to emphasize the importance of computer program knowledge, creative writing and local information. There have been a good amount of applications coming in. After the position closes on the 15th interviews will be set up. After a first round of interviews - the team is going to invite WCTA Board President and possibly Vice President in for a second round of interviews.
 - b. Michelle and Kaitlin have worked hard to revamp all of the "How to" procedures at the front desk with the new systems and to give a good refresh for new staff. The team also worked to reorganize the desk area to be more efficient.
 - c. Visitor Guide distribution throughout the state is well underway. The team has also begun the 2022 guide changeover at the visitor center to receive the new destination guides.
 - d. Michelle will be working on the Visitor Center Annual Report later this month.
18. **Citizen Comment:** Doug Lein updated on the Wisconsin Lumberjacks games, youth tournaments, and the league showcase coming up March 2-4. He also shared that they are accepting events for the dry floor space during the summer and he gave a shout out to Lakeland Family Resource Center, Victor Sacco, and Sue Churchill for the event that they put on at the civic center. Nikki Janisin from Hunt Hill shared that they have a Luminary Hike coming up this weekend as well as Winterfest (partnered with Lakeland Family Resource Center) on March 5th. Sue Churchill from Round Man Brewing Co. shared updates on their expansion in Trego with a larger brewing system and a restaurant focused on bar-b-que.
19. **Possible Future Agenda Items:** Taste of Washburn County Gala, 2023 Visitor Guide, Fishing Opener Update, Wisconsin Sport Show Volunteer Update, Personnel Update
20. Motion to adjourn was made by Janisin, seconded by Masterjohn. Motion carried. Meeting adjourned at 9:55 a.m.

Next Board Meeting Date:

Tuesday, March 8, 2022

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