

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

1. Meeting was called to order at 8:30 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: Julie Fox, Doug Lein, Michelle Martin, Kaitlin Hanson, Sara Hubin

3. Paine made a motion to approve the agenda, seconded by Dunlavy. Motion carried.
4. Minutes of the February meeting were circulated. McGrath moved to approve as presented, seconded by Masterjohn. Motion carried.
5. The Financial reports were circulated for review. McGrath moved to receive the financial reports for March as presented, seconded by Masterjohn. Motion carried.
6. Correspondence: DOT letter regarding 63 project, Open house invitation from Masterjohn Realty
7. **Office Printer Purchase:** Michelle shared that the shared copier/printer at the visitor center is reaching its end of life. Rodeo and Chamber have purchased individual printers. Michelle recommended a Brother All-In-One Color Laser Printer. Masterjohn made a motion to approve the purchase of the printer as well as additional toner in each color, seconded by Paine. Motion carried.
8. **2023 Washburn County Official Guide Bid Letter:** Michelle prepared a draft bid letter for review. Deadline for quotes will be Friday, April 8th. Michelle asked if there were any recommended changes prior to mailing. No changes were recommended. Masterjohn made a motion to approve the bid letter, seconded by Dunlavy. Motion carried.
9. **Stone Lake Cranberry Festival Staffing Agreement:** Kaitlin presented a draft update of the Stone Lake Cranberry Festival agreement. Changes include an increase of \$1,000 to make it a \$3,000 contract. The payments will be split into two equal payments - one coming in April and the other after the conclusion of the festival. There were two duties added which are listed as numbers 6 & 7 on the draft contract in the packet. The review time was updated to happen at a WCTA Board Meeting during the first quarter of the following year. Staff shared no concerns. Dunlavy made a motion to approve the updated contract, seconded by Masterjohn. Motion carried.
10. **Board Member Appointments:** Michelle shared that we currently have openings in Minong and Stone Lake. If anyone knows of someone who would be a great fit, let her know so she can reach out to them. Michelle and Kaitlin have reached out to Berlin to see if she is still able to commit to serving on the board. They have not heard back at this time, but will continue trying to reach out to her.
11. **Taste of Washburn County Gala:** The planning for the Taste of Washburn County Gala is underway. The event date is still to be determined, but will fall sometime in Mid-August. The goal will be to co-host with another county-wide organization if possible.
12. **Wisconsin Governor’s Fishing Opener Update:**
 - a. The invite list is ready to go and invitations will be going out by the end of the week. All board members will be invited to attend the Friday evening banquet. The team may need a couple of volunteers for decorating and the night of the banquet. Kaitlin has confirmations from social media influencers including Jenny Anderson, Girl of 10,000 Lakes; Chelsey Knuth, “The Wisconsinista” & Krysten Potega.
 - b. Sponsor packets are included in the meeting packet. If anyone knows of a business that would be a good fit for sponsorship, please contact Kaitlin prior to reaching out to them so that potential sponsors aren’t being contacted more than once.
 - c. Friday Banquet Committee will be doing a walk through on Thursday or Friday of this week to come up with all the decorating plans.

- d. Destination Showcase Tours will take place on Friday and Saturday. The team could use one board member each day to be available should we need an ambassador to accommodate any of the registrants. Possible stops include: Pontoon ride on Shell Lake, Fish Hatchery, The Potter's Shed, Wisconsin Great Northern Railroad, Perlick Distillery, ATV Tours, Hunt Hill, etc.
 - e. Family Fishing Day & Community Fish Fry plans are well underway. Nonprofit booths will offer activities. Michelle could use another volunteer or two to help with the planning of this portion of the event.
 - f. The fishing host committee is being chaired by Gene Harrington. Plans are underway to provide 25-30 fishing hosts to take VIPs out fishing on Shell Lake.
 - g. A virtual fishing contest will be offered utilizing the FishDonkey app. Entrants will need to pay a fee and prizes will be awarded for 1st place in each category. All Washburn County lakes will be included in the contest.
13. **Wisconsin Sport Show Volunteer Update:** David & Ellen Coon from Bashaw Lake Resort will be attending on behalf of WCTA.
14. **Personnel Update:** As mentioned during the introductions, the team announced that Sara Hubin has been selected as the Visitor Experience & Marketing Representative. Sara introduced herself to the board.
15. **Grant Updates:** The DMO Grant program staff reached out and the appropriate financial statements have been submitted. They will let advise if additional information or a certified audit is required. Michelle also completed the survey in regard to the affirmative action requirement. They will reach out if WCTA needs to take any further action.
16. **Simpleview Update:** The extranet trainings are wrapping up today for WCTA members. A recording will be available afterward for anyone who couldn't attend the training. The extranet will allow members to post coupons, request WCTA literature, update their listings and more. The content is nearly complete, but there are still a handful of pages to update. Michelle is hopeful to have those completed by May.
17. **Marketing Update:**
- a. The winter campaigns have all wrapped up for the season. Summer marketing campaigns have started to launch. The website is scheduled to switch to a summer theme on March 13th in line with Daylight Savings Time.
 - b. Michelle met with the representative at Shrpa to follow up to see if the platform will be a fit for WCTA. Chris is working on a few things with their development team and a decision should be made in the next 30 days.
 - c. Michelle has scheduled a Destinations Bound Planning meeting on March 22nd to involve the full team. The plan tentatively is to film in Summer and Fall and launch the episodes Winter 2022/2023.
 - d. Michelle will be working on the "Welcome to Washburn County" signs and the new visitor center signage on Front Street this spring. Priority will be given to the visitor center signage due to the road construction.
 - e. Michelle is working on the blogs for Best of WashCo. The Best Pour blog is complete and the remaining seven will be posted online over the coming weeks.
 - f. Website Statistics & Visitor Statistics were shared. The new Visitor Statistics report will be coming soon.
18. **Outreach Update:**
- a. With the help of Kelly Jennings, a local graphic designer, Michelle has completed the new WCTA Introduction documents. These will be utilized when meeting with new businesses, on the website, and for other outreach. (ATTACHED)
 - b. The new Membership Letter & Form are now available. These will be sent out this week to current members; the letter will then be sent to prospective members the week of March 21st to allow current members to upgrade their membership first since the Platinum level is limited. (ATTACHED)
 - c. Kaitlin will be planning a Lunch & Learn series for utilizing social media for events. She will plan for a spring date to be announced at a later time
 - d. Kaitlin met with Fran of the Minong Chamber to help with some website updates for MinongChamber.com
 - e. The first round of Extranet training was on February 28th - there was a good turnout & there is a good attendance registered for the training this afternoon. If anyone would like the link to join, let Kaitlin know & you can still join this afternoon at 1PM
 - f. The Washburn County EDC Banquet will be held at Heartwood on April 13th. The Tourism team will be hosting the Tourism Business of the Year award this year. Nominations for this award & all of the other categories will be open through March 15th - it is a quick online form that can be filled out on EDC's website. Registering for the banquet can also be done on the EDC website. The Tourism Team will be there & hope you will join them!
19. **Operational Update:**
- a. Michelle and Kaitlin had hoped that the part-time team members would be available to help with the rodeo mailing, however only one of the three were available. Because of that, the remainder of the team will shift focus to preparing the mailing this week.
 - b. Focus of the team right now is primarily on getting Sara trained in and up to speed on the current projects.

- c. The “Hidden Gems of WashCo” display is underway. The team is hoping to have all partners on board this week and displays up the first week in April.
 - d. Michelle and Sara will be reviewing the WCTA financials in preparation for taxes on March 23rd and 24th. The audit committee should plan to meet shortly after that if possible. (Joe, when will you be coming back?)
 - e. The Visitor Center Annual Report has been completed and is available for review.
 - f. Accounts Receivable Statements have been distributed. Currently 4 outstanding accounts.
 - g. Michelle, Kaitlin, Steve and Jill will be headed to the Wisconsin Governor’s Conference on Tourism next week. Sara will be holding down the fort at the visitor center.
 - h. The team is in need of a five-drawer lateral file cabinet for overflow document storage. If anyone knows of one, please reach out to Michelle. Masterjohn shared that she may have one available.
20. **Citizen Comment:** Doug Lein updated on the Wisconsin Lumberjacks games, SIJHL Showcase, youth program as well as the events being held at the Spooner Civic Center.
21. **Possible Future Agenda Items:** 2023 Washburn County Official Guide Bids, Fishing Opener Update, Board Member Appointments, Marketing Report: Changes due to increased gas prices
22. Motion to adjourn was made by Dunlavy, seconded by Masterjohn. Motion carried. Meeting adjourned at 9:28 a.m.

Next Board Meeting Date:

Tuesday, April 12, 2022

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