

Minutes of Board Meeting – Washburn County Tourism Association
Tuesday, April 12, 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 Nikki Janisin
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	X		
Absent											

Others present: Michelle Martin, Kaitlin Hanson, Sara Hubin, Dana Heller and Lisa Olson

3. Dunlavy made a motion to approve the agenda with the change of moving #20 to #6, seconded by Paine. Motion carried.
4. Minutes of the March meeting were circulated. Dunlavy moved to approve as presented, seconded by Masterjohn. Motion carried.
5. The Financial reports were circulated for review. Dunlavy moved to receive the April financial reports as presented, seconded by Paine. Motion carried.
6. **Correspondence:** Message from Robin Berlin regarding resignation, Washburn County Official Guide bid letter, Washburn County Information Center Annual Report
7. **Citizen Comment:** Dana Heller spoke about his business, Trailhead Adventure in Rice Lake and their rental opportunities.
8. **Board Member Appointments** As indicated in correspondence, Robin Berlin has resigned from the board at this time due to scheduling conflicts with the meeting time and her work schedule. Maureen Hoffman, member in good standing from The Virtual Bee, has applied for the Shell Lake position. Her application is included in the board packets. Paine made a motion to approve the appointment of Hoffman to the board, seconded by Dunlavy. Motion carried.
9. **2023 Washburn County Official Guide Bid:** Four bids were received for the design and printing of the official guide. Bids are significantly higher than in previous years due to the paper market. Paine made a motion to award the bid to Advance Printing, seconded by Dunlavy. Motion carried
10. **2023 Washburn County Official Guide Advertising Rates:** Comparing the projected printing expense for the Washburn County Official Guide to the bids received, there is a 38.759% increase in expense to produce the guide vs. what WCTA had budgeted. The board was presented with the current ad rates as well as the proposed 30% increase to recoup some of the increased expense. Other options were discussed as well. The other major change is streamlining the ad sizes to better lay out the publication. Sacco made a motion to increase rates by 30% to cover the increased cost of paper, seconded by Churchill. Motion carried.
11. **Logo Update:** The team would like to update the current logo to match the colors and fonts in the current brand guidelines. Sacco made a motion to update the logo, seconded by Dunlavy. Motion carried.
12. **Mobile Visitor Kiosk:** The team has been brainstorming new ways to reach visitors and one idea the team would like to explore is a mobile visitor kiosk. The idea of the kiosk is that WCTA could utilize volunteers or staff to set up and distribute visitor information at key events or just busy days in Washburn County communities. There's a significant number of DMOs who have started to do this, and the team feels it's a great opportunity to serve visitors to the area. Discussion was had on the hexagon set-up vs. a typical 10x10 tent. The team was asked to research the price difference to ensure a quality product and come back if the approved amount isn't enough to cover the expense. Churchill made a motion to approve up to \$7500 for a mobile kiosk, seconded by Janetski. Motion carried.
13. **Sports Show Sponsorship Requests:** The WI Canoe Heritage Museum has submitted sports show sponsorship requests for three shows that they are attending. Dunlavy made a motion to approve the shows for \$50, \$50, and \$100, seconded by Paine. Motion carried.
14. **Wisconsin Governor's Fishing Opener Update -**
 - a. Sponsorships/Budget: The budget is very close to balancing. The Title Sponsorship for the event has not been claimed as of yet.

- b. **Volunteers Needed:** If board members are available on Friday, May 6th or Saturday, May 7th and would like to help there will be a variety of tasks to take on. If any board members would be able to accommodate the influencers and travel writers on the Destination Showcase Tour that would be greatly appreciated. The tour starts at Noon on Friday and from 9AM to 3PM on Saturday. Kaitlin will be coordinating the volunteers so let her know if you are available.
 - c. **VIP RSVPs:** Reminder to WCTA Board Members that if you are planning to attend the Friday Evening VIP Banquet to please fill out the registration from the invites that were sent out.
 - d. **Family Fishing Day & Community Fish Fry:** There are just over 20 booths confirmed, not including sponsor booths. The DNR will be doing casting and safety lessons, as well as bringing out the Fishmobile. There will be minnow races, s'mores stations, kids activities as well as entertainment in the bandshell.
 - e. 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.
15. **Fishing Contest:** In lieu of a VIP fishing contest for the Wisconsin Governor's Fishing Opener, WCEDC and WCTA are teaming up to present a county-wide fishing contest via the FishDonkey app. The contest will be open not only to the VIPs, but also to anyone fishing Washburn County waters. Joel has committed to cover the prizes if not enough donations come in from the outdoor recreation businesses. Michelle would like approval to contribute up to \$500 of prizes if needed. Dunlavy made a motion to approve up to \$500 for prizes, seconded by Masterjohn. Motion carried.
16. **Wisconsin Governor's Fishing Opener Sponsorship:** In addition to the in-kind time to put on the event, the team is recommending to sponsor the event at the Walleye (\$1500) level. This would allow the team to focus on finishing up the details of the event rather than finding additional sponsors to balance the budget. Paine made a motion to approve up to the Walleye level if needed to balance the budget, seconded by Janetski. Motion carried.
17. **Simpleview Update:**
- a. The website advertising program is being built out by the DTN team. The timeline is April/May: Build and June the sales campaign will launch.
 - b. Simpleview offers a SimpleSupport plan for website edits that require development hours. The proposal from Simpleview was for their \$6,000/year plan which includes 60 support hours at \$100/hour vs. the \$125/hour without a support plan. Unused hours will rollover to the next term, if renewed.
 - c. As soon as the fishing opener wraps up, the team will be transitioning back to focusing on the website and building out the rest of the CRM.
18. **Marketing Update:**
- a. Our Wisconsin Ad came out in the April/May publication
 - b. AAA Living ad from January is still delivering - this was one of the best print ads for ROI
 - c. Other ads: Outdoor News, Circle Wisconsin, StatePoint Media Articles
 - d. Michelle submitted the Destinations Bound plan to James Netz. The team is waiting on feedback from their team at this time. The idea is to do a "hidden gems" series with different co-hosts for each of the "segments."
 - e. The Eau Claire Sports Show was very well attended. David and Ellen went through more literature than anticipated, so Sara delivered extra boxes of official guides on Sunday morning.
 - f. Earned Media:
 - Trail by Trail - 3/18/22
 - g. Website & Visitor Statistics were shared. (ATTACHED)
19. **Outreach Update:**
- a. WCTA is signed up to have a booth at Family Fest on Saturday, June 4th at the Washburn County Fairgrounds and will be looking for a volunteer or two to run that during the day.
 - b. Kaitlin & Sara had a tour at the Fish Hatchery the other week, this will be the same tour that will be given to those attending the Destination Showcase during Fishing Opener Weekend.
 - c. The "Contact Us" form has started to be used quite a bit with inquiries regarding a listing on the Washburn County website. Kaitlin has been giving out the new intro document & membership information to those businesses.
 - d. Kaitlin met with Maureen to talk about the Shell Lake Chamber's new website and share ideas. It looks great!
 - e. Michelle attended the Spooner Marketing Committee meeting on March 29th.

f. The Team participated in the filming of the Destinations Bound episode for Downtown Spooner.

20. **Operational Update:**

- a. Construction has started in front of the building. There are temporary no parking signs placed in the alley along the building. Visitor Info temp signs are on Front Street and Vine Street until the permanent sign goes up.
- b. Kaitlin, Michelle, Steve, and Jill (on behalf of WCEDC) represented Washburn County at the Wisconsin Governor's Conference on Tourism. Michelle also had a council meeting during the conference.
- c. Most of the Hidden Gems of Washco Display has been brought in. The team brainstormed what to do with the ledge behind the front desk & will continue working on "teasers" for the future displays.
- d. Platinum Membership Invoices have been sent out to those who have signed up. There are 8 of the 12 spaces filled at this time.
- e. Michelle presented the Visitor Center Annual Report to the Public Property Committee on 4/4.

21. **Possible Future Agenda Items:** Annual Meeting, Bylaw Review, Elections, Fishing Opener Wrap-up

22. Motion to adjourn was made by Dunlavy, seconded by Masterjohn. Motion carried. Meeting adjourned at 10:02 a.m.

Next Board Meeting Date:

Tuesday, May 10, 2022

Washburn County Highway Department | 1600 Co. Hwy H | Spooner, WI 54801