

**Minutes of Executive/Personnel Meeting – Washburn County Tourism Association  
 Tuesday, June 14 2022 | 8:00 a.m.  
 Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**

1. Meeting was called to order at 8:03 a.m. by Sue Churchill.
2. Roll Call: Sue Churchill, Nikki Janisin, Victor Sacco, Joe McGrath, Michelle Martin, Kaitlin Hanson
3. Employee Review: Michelle reported on Hubin’s review. Janisin made a motion to approve the 25 cent/hour recommended raise, seconded by McGrath. Motion carried.
4. Health Insurance Coverage Options & Plan: Michelle presented the updated health insurance quotes and shared her notes from the research. Discussion was had on funding options. Sacco made a motion to recommend to the WCTA Board of Directors to request a funding increase from Washburn County to add health insurance benefits for full time employees, seconded by Janisin. Motion carried.
5. Employee Handbook Revisions: Michelle presented the recommended handbook updates. Janisin made a motion to approve the recommendations as presented, seconded by McGrath. Motion carried.
6. Performance Review Revisions: Michelle presented the updated performance review forms. Sacco made a motion with a recommendation to add “Board of Directors” to wherever it fits best, seconded by McGrath. Motion carried.
7. Motion to adjourn was made by McGrath, seconded by Sacco. Motion carried. Meeting adjourned at 8:26 a.m.

**Minutes of Annual Meeting – Washburn County Tourism Association  
 Tuesday, June 14, 2022 | 8:30 a.m.  
 Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**

1. Meeting was called to order at 8:31 a.m. by Sue Churchill
2. Roll Call: Sue Churchill, Maureen Hoffman, Steve Janetski, Nikki Janisin, Cristina Masterjohn, Joe McGrath, Victor Sacco, Michelle Martin, Kaitlin Hanson, Sara Hubin
3. McGrath made a motion to approve the agenda, seconded by Masterjohn. Motion carried.
4. WCTA Proposed Bylaw Revisions: Bylaws were reviewed with the following recommended revisions: Article VI, Section 1 to include that all meetings are open to the public other than closed session; Article VI, Section 6 to clarify notice of all meetings, update the posting requirement to 48 hours prior and narrow down the delivery notice, as well as clarify that those interested in receiving meeting notice should contact the Executive Director. No other recommendations were made. Bylaws will be on the July agenda to approve. (ATTACHED)
5. Election of Board Members: Board members with expiring terms include Nikki Janisin (end of first full term), as well as Maureen Hoffman and Jill Dunlavy (serving partial terms). Staff made a recommendation is to appoint Janisin to a second 4-year term, Hoffman to a 3-year term, and Dunlavy to a 4-year term to help with keeping the Shell Lake terms staggered. Sacco made a motion to nominate the slate as presented, seconded by Janetski. No other nominations were heard from the floor. Motion carried.
6. Motion to adjourn was made by Masterjohn, seconded by Hoffman. Motion carried. Meeting adjourned at 8:39 a.m.

**Minutes of Board Meeting – Washburn County Tourism Association  
 Tuesday, June 14, 2022 | Immediately Following Annual Meeting  
 Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801**

1. Meeting was called to order at 8:40 a.m. by Sue 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		

Absent		X						X			
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**Others present:** Michelle Martin, Kaitlin Hanson, Sara Hubin

3. Masterjohn made a motion to approve the agenda, seconded by McGrath. Motion carried.
4. Minutes of the April meeting were circulated. Masterjohn moved to approve as presented, seconded by Sacco. Motion carried.
5. The Financial reports were circulated for review. Janetski moved to receive the May & June financial reports as presented, seconded by Masterjohn. Motion carried.
6. **Correspondence:** Notice from IRS approving automatic extension, Notice from the Dept. of Workforce Development notifying of Worker's Compensation Insurance non-renewal alert
7. **Election of Officers:** Sacco made a motion to nominate Sue Churchill for President, seconded by Janetski. Michelle called for any other nominations for President; no other members came forward. Sacco made a motion to nominate Janisin for Vice President; seconded by Masterjohn. Michelle called for any other nominations for Vice President; no other members came forward. Hoffman made a motion to nominate Dunlavy for Secretary, seconded by Masterjohn. Michelle called for any other nominations for Secretary; no other members came forward. Masterjohn made a motion to nominate McGrath for Treasurer, seconded by Sacco. Michelle called for any other nominations for Treasurer; no other members came forward. Masterjohn made a motion to accept the full slate of officers as nominated, seconded by Hoffman. Motion carried.
8. **Bank Signature Card:** McGrath made a motion to update the bank signature card to all Officers (Sue Churchill, Nikki Janisin, Jill Dunlavy, Joe McGrath) as well as the Executive Director (Michelle Martin), seconded by Masterjohn. Motion carried.
9. **Annual Audit Report:** The audit committee met on Friday, June 3rd. Beginning balance in 2021 was \$113,977.84. At the end of 2021 there were \$8,445.14 in outstanding checks with a checking balance of \$105,532.70. No concerns were reported. McGrath made a motion to accept the audit report as presented, seconded by Janetski. Motion carried.
10. **2023 Budget:** A draft of the 2023 budget was presented for review. Michelle made note that the budget does not include a county increase, cost of living increase, wage increases or health benefits. The board can discuss adding in increases or health benefits if they so choose. The Executive/Personnel Committee made a recommendation to request additional funding from Washburn County to offer the full-time employees health insurance. Discussion was had on the request as well as waiting until after information on the Taste of Washburn County Gala has been reviewed before finalizing the budget. Michelle shared that the budget could be finalized in July to allow the board time to fully review the budget and line items.
11. **Wisconsin Governor's Fishing Opener Review:** The event was incredibly successful, resulting in record-breaking earned media. WCTA's \$1,500 sponsorship was needed and even still the event was short, roughly \$3,700. ITBEC will be covering the shortfall due to the tight turnaround and lack of previous budget data. Thank you to those that stepped up to help! A full event wrap-up report is available digitally; reach out to Michelle if you would like a copy.
12. **Networking & Best of WashCo Award Social:** The event will be held on Tuesday, June 28<sup>th</sup> starting at 5 PM with the Best of WashCo awards presentations at 6 PM. It will be held at Round Man Brewing Co. and all members and partners of Washburn County Tourism Association are welcome. RSVPs are due to Kaitlin by next Monday, June 20<sup>th</sup>.
13. **Taste of Washburn County Gala:** An estimated budget has been created. Kaitlin will begin to reach out to potential sponsors & partners for the event. The goal is to cover the event expenses through sponsorships to allow ticket sales to go towards proceeds of the event. The team felt it would be best to have a tourism related project benefit from this event as it has in the past (example: Rails on Trails mapping/signage project or Hunt Hill's new trail signage). The goal is to host this on a Thursday evening, mid-late August; pending on caterer & venue availability.
14. **Simpleview Update:**
  - a. The website advertising program is just about complete. They sent over samples late last week for our team to review. Plan is for them to start sales this month.
  - b. The team has scheduled one day per week to continue work on the new website. Kaitlin is focusing on the CRM and business listings. Michelle is focusing on the front-end website updates. McGrath asked about how the gas prices and inflation are affecting our marketing plan. Michelle reported that typically Washburn County does well due to its proximity to major markets such as Minneapolis/St. Paul and Eau Claire. The team will be doing less advertising in the Chicago market and more focused in on the closer drive markets.

15. **Marketing Update:**
  - a. Destinations Bound filming has been moved to July until they find their new host. The filming timeline will be a bit tighter with less flexibility for rain dates due to staff schedules in July.
  - b. Placements include: WATVA.org, StatePoint Media Articles, See Wisconsin Magazine, Midwest Rider, Michigan ORV, Midwest Living
  - c. Brochures in the process of being updated include the Group Tour Mailer and the Kids' Scavenger Hunt
  - d. Earned Media: Fishing Opener Earned Media & General earned media were phenomenal. See Michelle after the meeting if you'd like to see the full report.
  - e. The Second Homeowner Mailing was approved and sent to print last week
  - f. Website & Visitor Statistics were shared. (ATTACHED)
16. **Outreach Update:**
  - a. Michelle had a Spooner Marketing Committee meeting at the beginning of the month
  - b. Michelle & Sara attended the Family Festival at the Washburn Co. Fairgrounds on Saturday, June 4th
  - c. Michelle attended Relatives as Parents in Birchwood on 5/12 and Kaitlin joined her for the Spooner program on 5/26
  - d. Michelle did a filmed interview for the Wisconsin Office of Outdoor Recreation on 5/24
  - e. Michelle had a Wisconsin Council on Tourism Meeting on 5/23
  - f. Kaitlin held a Chamber/Tourism Collaborative Meeting on 5/23
  - g. Michelle and Kaitlin met with Rails on Trails in regard to their city park signage project on 5/18
  - h. Kaitlin attended the Runnin' with Sasquatch event at Jack Link's Aquatic & Activity Center on 6/12
  - i. An industry newsletter went out in May which included information on the new membership program for WCTA, a congratulations to our Tourism Business of the Year that was announced at the EDC Banquet (Wisconsin Lumberjacks), and information that the ATV Trails were opening a week earlier than in past years.
17. **Operational Update:**
  - a. The 2021 economic impact numbers are in and the team was thrilled to share that the total impact of tourism in Washburn County saw a 24% increase which was above the state average.
  - b. Both of the WCTA logos have been updated to align with the current brand guidelines
  - c. The tax return has been filed and is available for review at the WCTA office.
  - d. Rodeo ticket sales have been record-breaking
  - e. Michelle is beginning work on the DMO Grant expenditures. Initial projects include implementing the Meetings/Groups Module for Simpleview, installing a new "Welcome to Washburn County" sign, and installing new visitor center signage.
  - f. Michelle is also beginning work on a second "Welcome to Washburn County" sign that was approved by the county board for this calendar year. If anyone would like to volunteer to help in securing appropriate locations for these projects, please reach out to Michelle.
18. **Citizen Comment:** Joe McGrath shared an update on the Minong Flowage. The drawdown was completed and the flowage was back up by fishing opener. A fish survey (Walleye) will be happening the third week in September by the DNR. There are roughly 350 residential properties on the flowage. Currently Totogatic Park, Seamen's Resort and View Point are all in the process of expanding.
19. **Possible Future Agenda Items:** Bylaw Updates, Taste of Washburn County Gala, 2023 Budget, Welcome to Washburn County Signs
20. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried. Meeting adjourned at 9:46 a.m.

**Next Board Meeting Date:**

**Tuesday, July 19, 2022**

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