

**Minutes of Board Meeting – Washburn County Tourism Association**  
**Tuesday, August 9, 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:

	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		

**Others present:** Lindsay Barnes, Michelle Martin, Kaitlin Hanson, Sara Hubin

3. Masterjohn made a motion to approve the agenda, seconded by McGrath. Motion carried.
4. Minutes of the July meeting were circulated. Janisin moved to approve as presented, seconded by Dunlavy. Motion carried.
5. The Financial reports were circulated for review. Masterjohn moved to receive the August financial report as presented, seconded by Hoffman. Motion carried.
6. **Correspondence:** None
7. **DMO Grant Update:** Michelle is working on each of the projects related to the grant. Simpleview is working on an invoice to close out the \$18,000 CRM & CMS Build. Michelle & Kaitlin are meeting with Simpleview to discuss the Meeting/Group Sales Modules later today. Meeting/Group Sales Staffing & Dedicated Marketing Staffing is essentially complete with the addition of Sara to the team, opening up time for current team members to dedicate more time to these aspects and hopefully as time goes on, she will be able to take a larger role in those aspects. Plans for the Meeting, Sporting Event & Destination Wedding Marketing have begun. A Destination Wedding video and print piece are in the works right now and digital advertising will be placed as soon as all associated pages are complete. The signage for the visitor center is being placed within a week. The Welcome to Washburn County sign is underway as well; more updates on that later. Michelle projects that all grant dollars will be expended before the end of the year as required by the grant.
8. **Meeting, Group Sales, Destination Wedding Marketing:** Sara has been doing research on improvements that can be made to the group pages of our website. Michelle is nearly complete with the new group tour marketing piece. Kaitlin is working with James Netz Photography on a Destination Wedding video and Michelle is working on a fulfillment piece for that. The remainder of the \$5,000 in this line item will be used to place digital ads directing potential groups/brides to the WCTA website.
9. **Welcome to Washburn County Signs:** Kaitlin is completing the approval on the Highway 63 SB sign with the landowner and then a permit application will be completed. Michelle is still working on getting in touch with the potential Highway 53 NB landowners to see if an appropriate placement is available there. The signs take 6-8 weeks once ordered, so Michelle will likely order the signs this week to ensure that they can be placed yet this year.
10. **Fall Marketing Campaign Preview:** Michelle shared a preview of the fall marketing campaign. Masterjohn asked if she could report on the goals at later meeting. Michelle shared that her plan is to do campaign recaps & previews for each seasonal campaign.
11. **Washburn County Official Guide Update:** There have been a handful of contracts that have already come in. Reminder phone calls will start this week; Kaitlin is creating a how to sheet to help with sales. Prospect calls will begin after returning advertiser calls have been completed. Sales goal of \$58,700 has been set for the 2023 guide. Event submission forms for the 2023 guide will be sent out in the upcoming industry news to begin populating that portion.
12. **Marketing Update:**
  - a. Fall campaign is kicking off with a light launch late this week/early next week. The major part of the campaign will run late August through mid-September.

- b. All filming has been completed for Destinations Bound. The team will be working on the scripting/voiceover portion next. The team anticipates that the marketing for this will not launch until sometime during the winter
- c. A new Scenic Routes brochure will be delivered later this week. Michelle is sending the updated Taste and Treasure brochure to print by Wednesday
- d. Michelle is going to do a blog for the Shell Lake Mosaic Tour since visitors have been asking about it and the brochure is currently out of print
- e. Michelle & Mary from Bayfield County have scheduled a day in late September to update the NorthwestWisconsin.com website
- f. Earned Media: Travel Wisconsin featured Stout's Island Lodge (Birchwood) on WTMJ and WKOW
- g. Website & Visitor Statistics were shared. (ATTACHED)

13. **Outreach Update:**

- a. Michelle recorded a podcast for North of Eight Marketing titled "Staying Organized when everything is on fire"
- b. Michelle & Kaitlin were a part of the Rails on Trails Ribbon Cutting for the new trailhead signage at Spooner City Park; part of the funding of the trail signage came from the 2020 Taste of Washburn County Gala.
- c. The presentation at the Washburn County Board meeting went well and the Spooner Advocate wrote a nice article about it.
- d. Kaitlin will be working remotely in Minong on Thursday. Additional outreach days are scheduled for Birchwood, Spooner, & Shell Lake before the next board meeting.
- e. Kaitlin & Michelle will be attending the Long Lake Open at Butternut Hills Golf Course, this will be a team effort shared with Washburn County Economic Development Corporation
- f. Nominations for The Best of WashCo 2023 will be launching in the next couple of weeks after the team solidifies the categories. The winners will be voted for prior to the Washburn County Official Guide going to print so they can be featured in the guide.
- g. Membership has continued to come in with the mailing for the guide having gone out. Reminder to our board members to renew their membership to maintain their position on the board.
- h. Michelle had a Travel Wisconsin Marketing Committee meeting last week with the fall campaign highlights

14. **Operational Update:**

- a. With staff quarantines & vacation, it's been a challenging month to move forward on projects, but the team is working hard to keep the projects moving along
- b. Michelle will be on vacation from August 29th through September 2nd
- c. WCTA is scheduled to present their budget proposal at county board on Tuesday, October 4th
- d. The Fall Tourism Conference is scheduled for November 10-11 in Wisconsin Dells. 2-3 team members will be attending depending on the agenda and availability at the time of the conference. If any board members are willing to help with the visitor center those days, please let Michelle know. Masterjohn offered to take 11/10 and Hoffman offered to take 11/11.

15. **Citizen Comment:** None

16. **Possible Future Agenda Items:** Fall Campaign Wrap-up (Oct/Nov)

- 17. Motion to adjourn was made by Masterjohn, seconded by Hoffman. Motion carried. Meeting adjourned at 9:14 a.m.

**Next Board Meeting Date:**

**Tuesday, September 13, 2022**

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