

**Minutes of Financial Review/Fundraising Committee Meeting – Washburn County Tourism Association**

**Monday, September 9, 8:30 a.m.**

**Washburn County Tourism Assn. | 122 N. River Street | Spooner, WI 54801**

1. Meeting was called to order at 8:40 a.m. by Sue Churchill.
2. **Roll Call:** Sharon Paine, Sue Churchill, Joe McGrath, Victor Sacco, Kaitlin Hanson, Michelle Martin, Doug Lein
3. **Approve Current Agenda:** Paine made a motion to approve the agenda as written, seconded by Sacco. Motion carried.
4. **Citizen Comment:** None
5. **Partner/Membership Program:** Michelle presented an updated draft of the Partner/Member program and recommended that it not be finalized until the Simpleview transition is completed so that the committee can review what benefits will/will not be available. Suggestions were had on the format as well as leaving the dollar values for the benefits. Michelle will revise based on the recommendations and will email out to the group for review.
6. **Raffle Options:** Kaitlin shared that she will be applying for both Class A & B licenses. Discussion was had to wait until 2022 to begin a raffle.
7. **Event Fundraising:**
  - a. Report from Nikki/Vic – Michelle shared an email from Nikki regarding a fundraising event they had attended. (ATTACHED)
  - b. Taste of Washburn County Gala – Discussion was had about the Taste of Washburn County Gala in moving it to a sit-down event in early June and pairing it with a Restaurant Week. The committee liked the idea; Paine offered to volunteer to help plan during the winter months.
  - c. Christmas Tree Wine Fundraiser – Discussion was had on putting this on hold until 2022. This event will be revisited partway through 2022 to plan for December.
8. **Grant Options:** Kaitlin shared that the majority of grant options that she has found are project based. Discussion was had on the need to limit new projects at this time. Michelle shared information on the Wisconsin Destination Marketing Grant Program. She will be applying for funds through this program and her intention is to put in for the Simpleview start-up costs. Discussion was had on limiting to just those expenses or expanding to include other expenses. The majority felt that coming in with a smaller request may be beneficial.
9. **Other Fundraising Ideas:** None
10. **Citizen Comment:** Doug Lein shared an announcement about the Wisconsin Lumberjacks' new bus.
11. **Possible Future Agenda Items:** Partner/Membership Program, Taste of Washburn County Gala
12. Motion to adjourn was made by Paine, seconded by McGrath. Motion carried. Meeting adjourned at 9:27 a.m.