

Minutes of Annual Meeting – Tuesday, May 12, 2020 8:30 a.m.

Washburn County Board Room, Ed Elliot Building
110 4th Avenue | Shell Lake, WI 54871

1. Meeting was called to order at 8:31 a.m. by Liza Temple.
2. Roll Call:

	Sue Churchill	Nikki Janisin	Rene Magnuson	David Masterjohn	Joe McGrath	Dana Morlock	Victor Sacco	Sherry Sutton-Zanardo	Liza Temple		
Present	x	x	x	x	x		x		x		
Absent						x		x			

Others present: Michelle Martin, Kaitlin Hanson, Phil Sylla, Colene Vivian, Joel Zimmerman, Tom Boron

3. Masterjohn made a motion to approve agenda as presented, seconded by McGrath. Motion carried.
4. Citizen Comment: Joel from Washburn County Economic Development Corporation commented on what a great partner WCTA has been during the COVID-19 pandemic.
5. **Review WCTA Bylaws:** No revisions
6. **Thank you to Outgoing Board Members:** Michelle thanked Dana Morlock for her many years serving on the WCTA board. Since she couldn't be in attendance, Michelle asked the board members to be sure to thank her for her service on their own. A Washburn County jacket will be presented as a token of the board's appreciation.
7. **Election of Board Members:** Sacco nominated Joe McGrath and Colene Vivian for the two open Minong seats, seconded by Masterjohn. Masterjohn made a motion to close nominations and cast a unanimous ballot for McGrath and Vivian, seconded by Janisin. Motion carried. Vacant board positions are for Birchwood & Shell Lake. Michelle & Kaitlin will be working to find interested parties to fill those seats.
8. Motion to adjourn by McGrath, seconded by Masterjohn. Motion carried. Meeting adjourned at 8:39 a.m.

Minutes of Monthly Meeting – Tuesday, May 12, Immediately following annual meeting

Washburn County Board Room, Ed Elliot Building
110 4th Avenue | Shell Lake, WI 54871

1. Meeting was called to order at 8:40 a.m. by Liza Temple.
2. Roll Call:

	Sue Churchill	Nikki Janisin	Rene Magnuson	David Masterjohn	Joe McGrath	Victor Sacco	Sherry Sutton-Zanardo	Liza Temple	Colene Vivian		
Present	x	x	x	x	x	x		x	x		
Absent							x				

Others present: Michelle Martin, Kaitlin Hanson, Joel Zimmerman, Phil Sylla

3. **Approve current Agenda:** Sacco made a motion to approve the agenda as presented, seconded by Churchill. Motion carried.
4. **Minutes of Previous Meeting:** Minutes of the March meeting were circulated. McGrath moved to approve as presented, seconded by Sacco. Motion carried.
5. **Financial Report & Line Item Transfer:** The financial reports for April were circulated for review. Masterjohn moved to receive the financial report as presented, seconded by McGrath. Motion carried. McGrath made a motion to change the label on the financial report from "Profit" to "Revenue," seconded by Masterjohn. Motion carried. May financial reports were circulated for review. McGrath moved to receive the financial report as presented, seconded by Sacco. Motion carried.
6. **Citizen Comment:** None
7. **Correspondence:** Press Release of Economic Impact Numbers, Email from DOT regarding Spooner Highway 63 project, Thank you from Gerry Spooner

8. **Election of Officers:** Masterjohn made a motion to nominate Liza Temple for President. Martin called for anyone else interested; no other members came forward. Masterjohn made a motion to close nominations for President and cast a unanimous ballot for Temple, seconded by Vivian. Motion carried. Sacco made a motion to nominate Colene Vivian for Vice President. Martin called for anyone else interested; no other members came forward. Masterjohn made a motion to close nominations for Vice President and cast a unanimous ballot for Vivian, seconded by Janisin. Motion carried. Masterjohn made a motion to nominate Joe McGrath for Treasurer. Martin called for anyone else interested; no other members came forward. Masterjohn made a motion to close nominations for Treasurer and cast a unanimous ballot for McGrath, seconded by Sacco. Motion carried. Masterjohn made a motion to nominate Rene Magnuson for Treasurer. Martin called for anyone else interested; no other members came forward. Sacco made a motion to close nominations for Secretary and cast a unanimous ballot for Magnuson, seconded by Masterjohn. Motion carried. Congratulations to the new officers!
9. **Welcome to Washburn County Signs:** Kaitlin updated on the Welcome to Washburn County Signs. The first sign has been installed at the visitor center. The permit for right-of-way is no longer available for Highway 53 and Weegman Landscape does not want the sign on their property, leaving no location to install the 53 sign in the near future. Michelle recommended installing the sign on Highway 63 to replace the current sign. This would also allow for better use of colors/design to accommodate the higher rate of speed on Highway 53. We will review comparison quotes at the June meeting.
10. **Office Update:**
 - a. Mail forwarding ends this week so Michelle will be transitioning to working in the office one day a week
 - b. We are waiting on a signed contract from Cranberry Festival
 - c. Rodeo Tickets & Visitor Requests are still being mailed - decision should be made within a couple of weeks on rodeo
 - d. The Wild Rivers Trail is still closed from Cty A to Oak Hill Road, but sounds like it's on track to open with the rest of the trail system Memorial Day weekend.
 - e. Michelle & Kaitlin have been working on a major website refresh with updated content, photos, buttons and a refresh of the WashCo Compass blog.
 - f. The Historical Tour brochure is being revised and should be completed later this month.
 - g. The ATV Scenic Tour has been sent to print. We have ordered 10,000 copies which will hopefully be enough for a two year supply
 - h. Michelle is slowly pecking away at the photo library organization project in between other projects
 - i. Dugan Run and Totogatic brochures have been completed; Sawmill brochure is scheduled to be designed this week.
 - j. Michelle & Kaitlin have been working on grassroots marketing and the recovery marketing plan
 - k. Michelle & Kaitlin have been heavily focused on business assistance with the COVID-19 crisis. A page has been created on the website to inform visitors & locals what businesses are currently offering. We have expanded our industry newsletter to share information as well as creating a Facebook group specifically to share information with our business owners in a timely fashion. Another page was created so that tourism leaders from throughout the Northwest region can communicate easily with one another as well.
11. **WCTA Check Signing Policy:** Michelle made a recommendation to implement a check signing policy. For the past 10+ years, we've required two signatures of Executive board members and a Spooner board member due to proximity. Michelle recommended to add the Executive Director as a signer on the account to make it easier to obtain the second signature. McGrath made a motion to require two signatures on checks with the Executive Director and Executive Board as approved signers, seconded by Masterjohn. Motion carried.
12. **Visitor Center Staffing & Operation:** Discussion was had on summer staffing and visitor center operation to ensure the safety of employees and visitors. Michelle will contact our liability insurance and Washburn County Public Health to come up with an appropriate plan. Michelle & Kaitlin will establish hours and staffing to ensure quality service for our visitors, while preserving staffing dollars for 2021 in case of a shortfall.
13. **Marketing Update**
 - a. Recovery Marketing Plan: Michelle & Kaitlin shared the "Plan Now...Visit Later" grassroots campaigns that have been implemented, as well as the "Explore Local" and "Made in WashCo" blog series, WashCo Compass Newsletter results, and social media samples. In addition, Michelle shared on the sales promotion grant that WCTA has applied for as well as the beginning considerations and plans for the recovery marketing plan.
 - b. Discussion was had on the new block template quote from Magnifisites. Michelle will go ahead and have them move forward with the new template and save the tab option for later.
 - c. Visitor Statistics and Website Analytics were shared for March & April.
14. **Citizen Comment:** Joel Zimmerman shared that he would welcome any questions and that he's always available to assist businesses with questions. Victor Sacco inquired about high speed internet as he has heard concerns from potential buyers. Joel shared what he's been doing to encourage movement on the high speed internet front. Colene Vivian offered to put together some data of folks that are using JLAAC for internet access to support Joel's initiative in expanding high speed internet access. Sue Churchill thanked Kaitlin for the "Made in WashCo" article. Victor Sacco shared that he has been working with Washburn County Lakes & Rivers Association for educating home buyers on responsible shoreline practices.
15. **Possible Future Agenda Items:** Welcome to Washburn County Signs, Draft 2021 Budget, Visitor Center Staffing & Operations
16. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried. Meeting adjourned at 10:06 a.m.

Next Board Meeting Date:
Tuesday, June 9, 2020, 8:30 a.m.
To be Determined