

Minutes of Executive/Personnel Meeting – Washburn County Tourism Association
Tuesday, January 13, 2020
Spooner Police Dept. Community Room
Executive/Personnel Meeting 8:00 a.m.

1. Meeting was called to order at 8:07 a.m. by Dana Morlock.
2. Roll Call: Dana Morlock, Liza Temple, Rene Magnuson (Telephone), Joe McGrath (Telephone); Others Present: Michelle Martin, Kaitlin Hanson
3. Employee Reviews: All reviews were completed and pay for performance PTO was awarded to all employees.
4. Wage, Benefits & Vacation: Temple made a motion to approve wage increase for current front desk employee as proposed, seconded by McGrath. Motion carried. McGrath made a motion to approve salary increase for Assistant Director position as proposed, seconded by Temple. Motion carried. Temple made a motion to approve salary increase for Executive Director position as proposed, seconded by McGrath. Motion carried.
5. Motion to adjourn was made by Temple, seconded by Magnuson. Motion carried. Meeting adjourned at 8:13 a.m.

Minutes of Meeting – Washburn County Tourism Association
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Spooner Police Dept. Community Room
Board Meeting 8:30 a.m.

6. Meeting was called to order at 8:31 a.m. by Dana Morlock.
7. Roll Call:

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

Others present: Michelle Martin, Kaitlin Hanson, Annette St. Pette, Keisha Friede

8. Masterjohn made a motion to approve agenda as presented, seconded by Janisin. Motion carried.
9. Minutes of the December meeting were circulated. Temple made a motion to approve, seconded by Masterjohn. Motion carried.
10. **Financial Report:** The financial reports for January were circulated for review. Janisin moved to receive the financial report as presented, seconded by Sutton-Zanardo. Motion carried. McGrath made a recommendation to have a report for month by month projection of income and expenses.
 - a. **Receipts & Reimbursements** - None
11. **Citizen Comment:** None
12. **Correspondence:** Thank You from Lakeland Family Resource Center, EDC Membership Letter (ATTACHED)
13. **Building Contract (122 N. River Street):** Kaitlin shared that the building contract has been retyped with suggested changes from Washburn County Maintenance, Washburn County Clerk and Washburn County Tourism Directors and submitted for review to corporation counsel. Still waiting to hear back so the contract can be shared with other building entities.
14. **Summer Fun Video Proof:** The 30 second summer campaign video was shared.
15. **Taste of Washburn County Gala Update:** Kaitlin shared that about a quarter of the tickets have sold & sales are continuing to pick up. The participating restaurants include Pine Lodge, Round Man Brewing Co., Pine Brook Farm, Reel Em Inn, Cheers at Tagalong, Getaway Bar & Grill, Butternut Hills Golf Course, Laughing Goat Food Truck, The Dock Coffee, & Economart. The awards are being done by The Potter's Shed and will be more of a plaque style award instead of a trophy.
16. **WiGCOT 2020:** Kaitlin asking if anyone from the WCTA Board would be interested in attending this year's WiGCOT in Madison. With Michelle serving on Governor's Council her registration is paid for which means WCTA could pay for a board member's registration; lodging would have to be paid for by attendee.
17. **Wisconsin Sport Show Volunteers:** WCTA is in need of a volunteer to attend the Eau Claire Sport Show March 20th through 22nd. Contact Kaitlin or Michelle if you would be interested in helping out.
18. **Marketing Report**
 - a. Marketing & PR Updates:
 - i. Summer Campaign:
 1. Summer Fun Video (15 sec.) to air on WXOW/WQOW (Eau Claire/LaCrosse)

- 2. Summer Fun Video (30 sec & 1 min) will be boosted on Facebook & Instagram
 - 3. Looking into digital options such as YouTube/News Websites to share the video
 - ii. ATV Scenic Tour edits have been sent to Forestry; waiting for their updates.
 - iii. Michelle is working on placing the remaining co-op advertising and lining up the rest of the summer marketing campaign.
 - b. Donation Request – Masterjohn made a motion to approve a donation for the Taste of Washburn County Gala, seconded by Temple. Motion carried.
 - c. Visitor Statistics/Website Analytics were circulated for December.
19. **Director’s Report**
- a. Office Update:
 - Fun Fact: The new post cards have been finished with the winning post card photo from the 2019 photo contest.
 - Meet & Greets
 - None
 - WI Dept. of Tourism:
 - Michelle and Kaitlin had a phone conference with Heidi & Alyssa Monday morning about visitor centers around the state to get ideas for updating and making the visitor center more appealing.
 - Thursday Marketing Phone Call: Shane with TW shared details of the switch from MPLS to Chicago marketing for Winter Campaign (2016) and answered questions from the NW Region.
 - Quarterly Communications Call with the state’s new PR Firm (Turner) & Craig Trost. Great things happening with leads from Turner; communication has been wonderful. Michelle shared concerns with Turner during the call and Craig individually afterward in regard to their Priority Media List which did not include any power sports media.
 - Michelle will not be chairing the TIC Grant committee due to a conflict of interest since WCTA will be applying for the grant this round.
 - Charter install completed on January 9th; Voyant and CenturyLink telephone automatically shut off when the numbers were ported over. Michelle called to cancel the internet service.
 - Photo storage solution found: Adobe Lightroom (comes with the Creative Cloud package); Kaitlin & Michelle will be working on uploading photos.
 - Visitor information requests have been updated to JotForm from Google forms – it is more secure and more options. The cost is \$9.50/month
 - Records retention is nearing completion; the old files will be shredded with ShredIt Service.
 - Kaitlin & Michelle are working on reviewing the 2019 financials so that tax information can be submitted and the audit committee can be set up. Still waiting for a W-9 form from Burnett County Tourism. WCTA began requesting from them on December 16th.
 - Kaitlin & Michelle will be attending the Shell Lake Chamber meeting tonight; will be attending and presenting at Birchwood meeting on February 4th; Michelle attended the Spooner Chamber general meeting last week.
 - The team will be finishing the rodeo mailing over the next couple weeks; the list and envelopes are ready but waiting on the printer to be fixed so labels can be printed.
 - Kaitlin has done visitor guide deliveries in Minong, Spooner’s downtown, Shell Lake & Stone Lake.
 - b. Forestry/Trails Report:
 - i. There has been a “Groomer’s Notes” section added to the trail conditions page to allow for individual comments aside from the official trail report from Washburn County Forestry.
 - ii. Totogatic Brochure has been sent to Forestry for approval
 - c. EDC Report:
20. **Citizen Comment:** Jansin shared about Hunt Hill’s new “Discovery Trail” which was inspired by the workshop hosted by WCTA in September.
21. **Possible Future Agenda Items:** None.
22. Motion to adjourn was made by Masterjohn, seconded by Janisin. Motion carried. Meeting adjourned at 9:01 a.m.

Next Board Meeting Date:
Tuesday, February 11, 2020 | 8:30 a.m.
Spooner Police Station Community Room | 221 Elm Street | Spooner, WI 54801