

Minutes of Monthly Meeting – Tuesday, January 8, 8:30 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:37 a.m. by Dana Morlock.
2. Roll Call:

	Kathy Martin	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	x		x	x			x
Absent	x		x			x			x	x	

Others present: Michelle Martin, Kaitlin Hanson, Joel Zimmerman

3. Masterjohn made a motion to approve agenda as presented, seconded by Janisin. Motion carried.
4. Minutes of the December meeting were circulated. Masterjohn moved to approve as presented, seconded by Sacco. Motion carried.
5. The financial reports for January were circulated for review. McGrath moved to receive the financial report and line item transfers as presented, seconded by Sacco. Motion carried.
6. Citizen Comment: None
7. **Joel Zimmerman: Broadband Update:** Joel Zimmerman of Washburn County Economic Development Corporation gave update on broadband efforts around Washburn County.
8. **Annual Building Report:** Michelle presented the Annual Building Report for the Washburn County Information Center and gave report about the building use and contract discussions at Public Property. Discussion was had on office needs; Sacco offered the suggestion of tourism and chamber holding their meetings elsewhere and converting the meeting room into the tourism office. The team will review the suggestion and meet with the other entities to discuss. The new contract will be developed between the three entities leasing the building space and the county over the next several months. Michelle asked Masterjohn to represent the tourism board at those meetings, Masterjohn accepted.
9. **Member Basket Options:** Michelle & Kaitlin presented three different example baskets for members of Washburn County Tourism to purchase at a discounted rate of 20%. Churchill made a motion to accept the baskets for members, seconded by Masterjohn. Motion carried.
10. **Visitor Center Sign:** Tabled for February meeting.
11. **Taste of Washburn County Gala Update:** There are about 30 tickets remaining for the Gala. A huge “Thank You” to the Potter’s Shed for helping us with the People’s Choice Award for the Taste of Washburn County Gala. We are still working to collect raffle prizes of all sizes. Looking for 13 eight foot tables to be used for the restaurants participating in the food tasting; could use some from Hunt Hill if needed to save on cost for renting. We will be creating a program in house for the event which will include a little write up from each restaurant at the gala.
12. **Proposed Events:**
 - a. Farm Festival: Still in the planning stage looking at a target year of 2020 for this event.
13. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC: The next ITBEC Meeting will be on February 7th. The group is working on a website review and getting bids for the reprint of the ATV/Snowmobile Map.
 - b. Group Tours:
 - Michelle will be working on new marketing materials based off of results from an ad that had been run previously.
 - WCTA will not be attending the Midwest Market Place this year and will use the money associated with attending to go towards group tour advertising.
 - c. Other Marketing/PR:
 - WCTA recently launched new website graphics and is working on content updates throughout the site.
 - Donation request for Taste of Washburn County Gala was submitted. Masterjohn made a motion to approve donating a basket to the Taste of Washburn County Gala, seconded by Sacco. Motion carried.
14. **Director’s Report**
 - a. Railroad Park Update: Kaitlin updated that the Railroad Park board met with Steve Shervey in December to walk through the Roundhouse and talk about use of the building and what it will take to get there. Steve should be revisiting the project with the group during the January or February meeting.

- b. Forestry/Trails Report: Washburn County snowmobile trails had a partial opening over the weekend. No report has been out since the recent rain and warmer weather.
 - c. Office Update:
 - i. Public Property Committee Update
 - ii. Visitor Center staff are going through and doing a very thorough cleaning and re-organizing of the Visitor Center cabinets and closets.
 - iii. Kaitlin is working on a bulk order of Visitor Guides to be sent to other Visitor Centers.
 - iv. The Industry Contact List has been updated for 2019
 - v. W-9's have been collected and submitted to the accountant.
 - vi. Michelle is going through Quickbooks to give end of year copy to the accountant.
 - vii. Working on getting the last two Visitor Guide payments that are out there.
 - viii. Sport Show Update: Sacco Group is going to be staffing the booth at the Eau Claire show, Addie and Michelle/Kaitlin will be doing the La Crosse show. We are still waiting to hear on volunteers for the Minneapolis show.
 - ix. Michelle and Kaitlin have scheduled work remotely days for January and February. January 30th will be the Long Lake Area at The Roost and February will be the Minong Area working from Jack Link's Aquatic & Activity Center.
 - x. Michelle is presenting the Leadership Washburn County Local Economy Day on January 17th at Jack Link's Headquarters in Minong.
 - d. New Owner Meet & Greets: WeePakUmInn Up North is the name of a new Bed and Breakfast in the Birchwood area, Kaitlin will be getting in contact with them. Wild River Sport and Marine has had a change in ownership, Michelle will be reaching out to them.
 - e. WI Dept. of Tourism Update: The new secretary has officially started as of yesterday. Travel WI's winter campaign is out on the Industry Website. Michelle will be heading to Madison for a council meeting on January 24th.
 - f. Website Statistics were circulated for December. Visitor statistics were circulated for December, the 4th quarter of 2018 and the overall of end year numbers for 2018.
15. Receipts/Reimbursements: None
16. Correspondence: None
17. Citizen Comment: None
18. Possible Future Agenda Items: Visitor Center Sign, Building Use, Meeting Times/Locations
19. Motion to adjourn was made by Masterjohn, seconded by Janisin. Motion carried. Meeting adjourned at 10:05 a.m.

**Next Board Meeting Date:
Tuesday, February 12, 2019, 8:30 a.m.
Location to be determined**