

**Minutes of Meeting – Washburn County Tourism Association  
Tuesday, October 8, 2019  
Spooner Police Station Community Room  
Board Meeting 8:30 a.m.**

1. Meeting was called to order at 8:34 a.m. by Dana Morlock.
2. 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	x	x	x		x	x			x
Absent					x			x	x	

**Others present:** Michelle Martin, Kaitlin Hanson

3. Masterjohn made a motion to approve agenda as presented, seconded by Churchill. Motion carried.
4. Minutes of the September meeting were circulated. Masterjohn made a motion to approve, seconded by Churchill. Motion carried.
5. The financial reports for October were circulated for review. McGrath moved to receive the financial report and line item transfers as presented, seconded by Masterjohn. Motion carried.
6. **Citizen Comment:** None.
7. **Project/Task Overview & Restructuring:** Michelle & Kaitlin presented their review of the projects & tasks of all team members. The team asked the board to review the projects and tasks for the team as they've been having trouble keeping up. Discussion was had on visitor center hours and staffing, financials, and potential changes to projects including the 2<sup>nd</sup> Homeowner Mailing, Spooner Railroad Park Committee, Leadership Washburn County's Local Economy Day, workshops and seminars, and the information center financials. Masterjohn made a motion to approve switching to Quickbooks Online, seconded by McGrath. Motion carried. The board requested the team start tracking the time spent on chamber and rodeo questions and report back at the next meeting.
8. **Staffing Agreement Contracts:** Staffing agreement contracts will be considered at an upcoming meeting after the project/task overview has been completed.
9. **2020 Marketing Plan:** Michelle presented the 2020 marketing plan. McGrath asked to see the Director's Advertising Account be increased to \$2,000-3,000. Discussion was had that the approved marketing plan would be advisory and the board would be approving the total dollar amount to allow flexibility in moving money from one marketing project to another as needed. Final discussion will be had after the November county board meeting.
10. **Marketing Report**
  - a. Regional Marketing:
    - ITBEC met on September 5<sup>th</sup>; no October meeting will be held.
  - b. Group Tours:
    - No report
  - c. Donation Request:
    - None
  - d. Other Marketing/PR:
    - Giveaway bags have been ordered for new social media promotion
    - One of our photos was featured on the cover of On Wisconsin Outdoors; wrong photo credit was used, but still nice to see one of our photos out there.
    - The team has been working hard on the visitor guide; Kaitlin and Debbie are leading the sales and Michelle is primarily working on content. Michelle accepted a two week extension on the guide since we are very far behind to ensure that we deliver a quality product. Sales are at \$40,272 of the \$45,000 goal.
11. **Director's Report**
  - a. Office Update:
    - i. The Museum & Attraction Workshop went great; Dan was an inspiring speaker and we had great comments from those that stayed through the whole morning
    - ii. The tourism picnic went well. We did have a significant amount that we ordered food for that didn't attend. If we do this in the future, we'll likely have to do a pre-pay to ensure we don't lose money again.
    - iii. The Best of WashCo awards were presented. Congratulations to all of the nominees and winners!
    - iv. The FAM tour with Anne Sayers and Julie Fox went very well; we showed them around The Potter's Shed, Shell Lake ATV Campground, Visitor Center, Downtown Spooner, Spooner Civic Center, and The Chocolate Studio. Nikki gave them a tour of Hunt Hill before the picnic.
    - v. Michelle assisted the Spooner Chamber with presenting at the room tax meeting since Addie was out of town.

- vi. Kaitlin and Michelle met with Jamie, the designer for the visitor guide, to work on the timeline and overall feel of the book for 2020.
  - vii. Michelle attended a planning meeting for the grand opening of the Shell Lake ATV Campground.
  - viii. Photo contest went really well – Winners are: Aaron Edge, Holly Jochims, and Cheryl & Jim Miceli
  - ix. Hoofbeat Ridge Ranch and Stone Lake Co-op are closing.
  - b. Washburn County Economic Development Corp. (WCEDC) Report:
    - i. The Governor stopped in Spooner to announce rural broadband grants. Joel reports that progress is being made in Washburn County, but there is still more to go. WCEDC will be looking at writing a grant once they have determined a provider to work with.
    - ii. Tractor Supply Co. will be opening in Spooner
    - iii. This year's sales tax numbers are looking good and are on track to be the highest revenue in the past four years.
  - c. Forestry/Trails Report: The Dugan Run Horse Trail photo shoot has been completed. There were some user conflicts, but Mike from WC Forestry said that it's a common occurrence and not to worry. The first draft of the Totogatic Park brochure is almost done and ready for Mike and Mark to review.
  - d. New Owner Meet & Greets: Met with Kelly from Uncle Mike's to talk about the future of the restaurant and their plans for the building.
  - e. WI Dept. of Tourism Update: Travel WI sent a photographer up to our area – they made stops at The Burch Barn and Hunt Hill Audubon Sanctuary. We should have access to the photos as well. The Wisconsin Governor's Council on Tourism will be in Hayward on October 24<sup>th</sup>. The meeting is open to the public and Michelle encouraged the board members to attend if at all possible.
  - f. Website Statistics were circulated for September. Visitor statistics for September were circulated.
12. **Receipts/Reimbursements:** None.
13. **Correspondence:** Thank you from Nikki at Hunt Hill; Letter regarding ATV use issues in Webb Lake
14. **Citizen Comment:** None.
15. **Possible Future Agenda Items:** Staffing Agreement Contracts, 2020 Marketing Plan, Taste of Washburn County Gala Beneficiary Selection
16. Motion to adjourn was made by Sacco, seconded by Masterjohn. Motion carried. Meeting adjourned at 9:59 a.m.

**Next Board Meeting Date:**

**\*\*PLEASE MARK YOUR CALENDAR – CHANGE OF DATE FOR NOVEMBER\*\***

**Wednesday, November 13, 2019 | 8:30 a.m.**

**Spooner Police Station Community Room**