

Washburn County Tourism Association
Minutes of Monthly Meeting -- Tuesday, October 9, 2018, 8:30 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:31 a.m. by Dana Morlock. Welcome & Introductions were done.
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	Via phone	x		x			x	Via phone	x		x
Absent			x		x	x				x	

Others present: Michelle Martin, Kaitlin Hanson, Phil Sylla

3. Sacco made a motion to approve the current agenda, seconded by McGrath. Motion carried.
4. Minutes of the August meeting were circulated. McGrath moved to approve, seconded by Masterjohn. Motion carried.
5. The Financial reports were circulated for review. Masterjohn moved to accept the September & October financial reports and line item transfers as presented, seconded by Sacco. Motion carried.
6. Citizen Comment: Phil Sylla, Washburn County Lakes & Rivers Association, introduced himself and spoke about the new county ordinance regarding boat cleaning at boat launches. Also talked about the oak wilt which has been found in the area.
7. **Bylaw Revision:** Michelle presented the proposed bylaw revision of changing the board terms from three (3) years to four (4) years which was previously presented at the August meeting. Sacco made a motion to approve the bylaw revision, seconded by McGrath. Motion carried.
8. **Visitor Guide Update:** Kaitlin gave an update on the progress of the 2019 Washburn County Visitor Guide. Most of the ads have been approved; working on editorial; first proof should come later this week.
9. **Highway Map Update:** Kaitlin gave an update that the highway maps are off to print and should be in by the end of the week. We did order 22,000 for the two year print; 2,000 will be going directly to WC Forestry.
10. **2019 Marketing Plan:** Michelle presented the 2019 marketing plan draft. Discussion was had on some of the updates. Masterjohn made a motion to approve the marketing plan as presented, seconded by Sacco. Motion carried.
11. **Proposed Events:**
 - a. **Taste of Washburn County:** Kaitlin and Michelle will be meeting with Sue from Round Man Brewing next week to discuss hosting the Taste of Washburn County since they have acquired more event space.
 - b. **Farm Festival:** Farm fest date of September 21st has been discussed. After visitor guide is complete, the committee plans to get together to work on festival plans. Grant application deadline options are February 1st or April 1st. Marketing can begin 90 days after the grant is submitted.
12. **Marketing Report**
 - a. Regional Marketing:
 - i. ITBEC: Meeting on October 22nd, working on marketing plan. ITBEC's funding request of \$3,000 to Washburn County has been tentatively approved by finance.
 - ii. Namekagon: Fall marketing is nearing completion. The Namekagon photo contest wraps up on October 15th. The group will be transitioning to project wrap-up in November/December with a final report being done in January.
 - b. Group Tours
 - i. Tour bus coming on October 10th - stopping in for maps
 - ii. Two tour buses came for Cranberry Festival
 - iii. Kaitlin and Michelle will be meeting with Wendy from Circle Wisconsin on Wednesday while she's up in the area.
 - iv. Discussion was had on attending Midwest Marketplace in Galena, IL this year. We would be looking for a volunteer to attend the event.
 - c. Other Marketing
 - i. There was a mix-up at Special Cowboy Moments and the WC commercial was not aired during the Spooner Rodeo program. Kevin emailed Michelle explaining that to make up for it they have aired the commercial on many other episodes and it will also be on the online version on their website. General consensus from the board was that it was a fair trade-out to make up for the mistake.
 - ii. Reminder that in order to serve on the board, memberships must be current as of the end of the year.
13. **Directors' Report**

- a. Railroad Park Update: Kaitlin updated that the Spooner-Trego Lions about sponsoring the pavilion and have secured bids for that project.
 - b. Forestry/Trails Report: Masterjohn reported that forestry will be proceeding with a rest area on the ATV trail. Michelle reported that a partnership may have been reached between the Spooner Rodeo Committee and WC Forestry to help with maintenance of the Dugan Run Horse trail system.
 - c. Office Update:
 - i. Michelle and Kaitlin attended the county finance meeting last Thursday - budget was tentatively approved
 - ii. We are tentatively scheduled to do a presentation for county board on Oct. 16th.
 - iii. Kaitlin attended the overnight retreat for Leadership Washburn County at Heartwood.
 - iv. Michelle has been officially appointed to the Wisconsin Governor's Council on Tourism - her second meeting will be November 15th in La Crosse.
 - v. We have been struggling for quorum the past couple of meetings. If you are at any time unable to regularly attend meetings, please let us know so we can look at alternate meeting days/times or finding a replacement.
 - 1. Please mark the following dates on your calendar:
 - a. November 14th, 2018
 - b. December 11, 2018
 - c. January 8, 2019
 - d. February 12, 2019
 - e. March 12, 2019
 - f. April 9, 2019
 - g. May 14, 2019 (Annual Meeting)
 - vi. Received kids' shirt inventory two weeks ago. The General Store donated a postcard rack to us with a variety of WI postcards on it. Floating bobber keychains still seem to be the best selling item. Final order of the initial items will be done in the next couple of weeks.
 - vii. Highway sign is almost done; waiting to be painted. We are working on permitting; Frank from the highway department will apply for the permit once we hear from Lolita regarding insurance. He also offered to help install the sign once it's complete.
 - viii. Michelle and Kaitlin will be reviewing budget, sales, and current programs after visitor guide has gone to print. If you have any recommendations for changes to any of our current programs, please let us know.
 - d. New Owner Meet & Greets: None at this time. First & Vine is moving to Walnut Street. If you know of a new business, please let us know.
 - e. WI Dept. of Tourism Update: No report.
 - f. Website & Visitor Statistics were circulated for August & September.
14. Receipts/Reimbursements: None
15. Correspondence: None
16. Citizen Comment:
 - a. Joe McGrath - update on Minong Flowage drawdown which has been postponed until spring. They also received the aquatic plant survey - more native, but also more Eurasian milfoil have been found.
 - b. Vic Sacco asked about Museum of Woodcarving status
 - c. David Masterjohn asked who owns the sign that has the Railroad Memories Museum on it at the corner of the bowling alley parking lot.
17. Possible Future Agenda Items: None
18. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried. Meeting adjourned at 10:06 a.m.

Next Board Meeting Date:
****PLEASE NOTE CHANGE OF NOVEMBER MEETING DATE****
Wednesday, November 14, 2018, 8:30 a.m.
Washburn County Information Center Meeting Room