

**Minutes of Monthly Meeting – Washburn County Tourism Association
Tuesday, October 13, 2020 8:30 a.m.
Washburn County Visitor Center**

1. Meeting was called to order at 8:32 a.m. by Liza Temple.
2. Roll Call:

	Robin Berlin	Sue Churchill	Nikki Janisin	Rene Magnuson	David Masterjohn	Joe McGrath	Victor Sacco	Liza Temple	Colene Vivian		
Present		X	X	X		X	X	X	X		
Absent	X				X						

Others present: Joel Zimmerman, Michelle Martin, Kaitlin Hanson

3. McGrath made a motion to approve agenda as presented, seconded by Sacco. Motion carried.
4. Minutes of the September meeting were circulated. McGrath moved to approve as presented, seconded by Sacco. Motion carried.
5. The Financial reports were circulated for review. McGrath moved to receive the financial report as presented, seconded by Vivian. Motion carried.
 - a. **Receipts/Reimbursements** - None
6. Citizen Comment: None
7. **Correspondence:** Email from WI DNR regarding Walleye Management meeting; Email from Sherry Sutton-Zanardo confirming resignation of her board position; Emails between travel writer and Executive Director regarding map errors.
8. **Wisconsin TRAVEL Stimulus Grant:** Michelle reported on the submitted grant application. Awards should be announced later this month.
9. **Washburn County Highway Map Bid Letter:** The draft letter for design and printing of the new highway map was presented for review. No changes. Michelle will send and have quotes ready for the November board meeting.
10. **JEM Destination Marketing Grant – Development Option:** The board reviewed the JEM grant program for destination development. Michelle recommended that the organization do some sort of a structured brand review in the near future. Churchill made a motion to move forward with the grant, seconded by Vivian. Motion carried.
11. **November Board Meeting Date:** Discussion was had on best time to meet in November. The next meeting will be held on Tuesday, November 17th at 8:30 a.m.
12. **Visitor Center Lobby Plan:** Michelle shared a rough sketch of the proposed lobby plan and presented estimated costs to achieve the new layout. Discussion was had on the updates. Janisin made a motion to approve up to \$5,000 to complete the updates, seconded by Churchill. Motion carried.
13. **Office Update:**
 - Welcome to Washburn County Sign Updates: Kaitlin reported that the new Highway 70 sign is up and looks great; the Highway 63 sign is being repaired this week; the request for funding through capital at county finance was tentatively denied at this time.
 - Membership Update: We have received 37 renewals to date; we have through December to finish our membership drive.
 - WCEDC Update: Joel Zimmerman shared that broadband is on the front burner and there are good things happening.
 - Other:
 - Insurance - All policies are now through Holden Insurance. State Farm's quote was actually going to be increasing to meet the same insurance benefit as Holden's quote.
 - Staffing Update: Debbie is back from leave
 - We are still waiting on the rodeo system to switch over, but ticket sales have started.
 - Michelle & Kaitlin have signed up for the fall tourism conference which is taking place virtually on November 5th.
 - Best of WashCo 2021 voting has finished. A Press Release will be sent to local sources this week with a post on our social media accounts as well.
 - **Business Outreach:**
 - Kaitlin & Michelle will be presenting to the Washburn County Historical Society on Thursday
 - Kaitlin met with Bridgette at Long Lake Grille
 - El Tequila closed - Steve Olsen is opening a new restaurant at the same location La Cabana, opened Friday, October 9th

- A new seasonal campground development is happening across from Track's; it has been approved at zoning. The team is reaching out to the owner.
- Rosenthal's is changing ownership
- Simply... located on 53 north of Trego, had a fire & lost the entire building
- **Travel WI Report:**
 - Kaitlin went through & made updates to listings in the database. TW Staff were contacted to change who has access to listings in Washburn Co as some emails who received updates/access are unknown & businesses requested to have them removed from access to their listing.
 - Michelle has joined a PR Mentorship group through the Travel Wisconsin Co-op program.
 - A WIGCOT Virtual Awards Banquet on Wednesday, October 21st. We have two nominees from our area! Kaitlin Hanson is up for the "Rising Star" award and The Potter's Shed is up for the "Arts, Culture & Heritage" award. Good luck to both!

14. Marketing Report

a. Marketing & PR Updates

- Sales Promotion Wrap-up: While we had hoped for more of a response from our local market, we learned a lot throughout the process that will help us with the large-scale promotion next spring. We handed out roughly 100 stamp cards and the web page was viewed just over 850 times. Reports from businesses are minimal use.
- Visitor Guide Update: Current sales are roughly \$41,200 of our \$47,000 goal. We are typically around \$45,000 for sales. The good news is that it will give us some extra space for editorial; if approved for the TRAVEL grant, it should make up the difference. We are reviewing our group option for future years.
- Website: Switching to Winter theme in mid-November. New blogs have launched for Made in WashCo, Must Visit Art Galleries, and fall-themed blogs as well. Side note: Our blogs have been viewed nearly 5,000 times in the past year.
- Other Marketing
 1. Fall/Winter Marketing - Online placements for winter will begin in Mid-November
 2. Snowmobile Magazine Co-op - We're planning to place a ½ page in the MN and WI magazines for December and January. A business ad on there is \$70/inch per publication per month.
 3. Google Photos for Dugan Run were posted on their Google Listing about a month ago & have already received 5,000 views
- Visitor Statistics & Website Statistics for September were shared.

15. Citizen Comment: None

16. Possible Future Agenda Items: JEM Grant, Highway Map Bids

17. Motion to adjourn was made by Magnuson, seconded by Janisin. Motion carried. Meeting adjourned at 9:31 a.m.

**Next Board Meeting Date:
Tuesday, November 17, 2020, 8:30 a.m.
Washburn County Visitor Center**