

**Minutes of Meeting – Washburn County Tourism Association**  
**Wednesday, November 13, 2019**  
**DNR Conference Room**  
**Board Meeting 8:30 a.m.**

1. Meeting was called to order at 8:32 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		Via phone	x		x		x	x	x
Absent		x			x		X			

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

3. Sacco made a motion to approve agenda as presented, seconded by Masterjohn. Motion carried.
4. Minutes of the October meeting were circulated. Churchill made a motion to approve, seconded by Sutton-Zanardo. Motion carried.
5. **Financial Report:** The financial reports for November were circulated for review. Masterjohn moved to receive the financial report as presented, seconded by Sutton-Zanardo. Motion carried. Sacco moved to receive the line item transfers as presented, seconded by Masterjohn. Motion carried.
  - a. **Receipts & Reimbursements** - None
6. **Citizen Comment:** Beverly Stencel, representing Washburn County Lakes & Rivers Association, brought a sample letter to use for our letter of support; Victor Sacco, representing Sacco Group, shared posters for an upcoming fundraiser his team is doing with Lakeland Family Resource Center.
7. **Correspondence:** Press Release from Shell Lake Arts Center in regard to merger with Theatre in the Woods, DOT Initial Project Notice for Minong-Hayward (County I to County G); DOT Initial Project Notice for Minong-Hayward (County G to County M); Letter from JLAAC for their Holiday of Trees
8. **Staffing Agreement Contracts:** Michelle reported that a new signed staffing agreement was reached with the Spooner Rodeo (ATTACHED); Kaitlin reported that the other potential staffing agreements are on hold for now.
9. **2020 Marketing Plan:** Michelle presented the updated 2020 marketing plan. Masterjohn made a motion to approve the marketing budget at \$57,414.19 with the caveat that the team members can rearrange line items as needed within the budget as long as it doesn't exceed the total, seconded by Churchill. Motion carried.
10. **Taste of Washburn County Gala:**
  - a. **Beneficiary Application Approval:** Applications were reviewed; Sacco made a motion to approve both Rails on Trails and Rolling Hills Snowmobile & ATV Club as co-beneficiaries for the event, seconded by Masterjohn. Motion carried.
  - b. **Budget:** Kaitlin presented budget; no changes by board.
11. **Marketing Report**
  - a. Marketing & PR Updates:
    - i. Group Tours- Packets were sent out to 222 group tour packets; New marketing piece now available
    - ii. Visitor Guide Update: Team shared sales #'s, roughly \$3,000 above 2019 goal; Waiting on payment: 5,445; guide will be sent to print on Friday; please submit recommended changes by noon today if at all possible; Looking into new flipbooks, so far Flipsnack has offered a 30% discount
    - iii. Fall Campaign Report – Major spikes in web traffic on 9/5 (Wisconsin Traveler: Art Meander) & 9/9 - Direct (print campaigns); Google Analytics showed top paid performers were Star Tribune Banner, WATVA.org, WI Traveler Eblast, and Chippewa.com
    - iv. Winter Campaign - Snowmobile ads are placed for December & January; participating in native with StatePoint Media, Inc; Paid Social w/ Travel Wisconsin; General marketing (Fat bike, snowshoe, ski, winter events, etc) will be primarily paid social and SEM.
  - b. Donation Request - Masterjohn made a motion to approve the donation request from Lakeland Family Resource Center, seconded by Churchill. Motion carried.
  - c. Visitor Statistics/Website Analytics were circulated for October.
12. **Director's Report**
  - a. Office Update:
    - Fun Fact: 42.5% of individuals requesting information from us have asked to be added to the WashCo Compass E-Newsletter which is now up to 3,080 subscribers.
    - Meet & Greets
      - Michelle & Kaitlin will be setting up a time to meet the new owners of Brickyard Pottery in Barronett.

- Greg Vreeland from Wisconsin Great Northern Railroad stopped in with concerns about the pizza trains. The issues shared from DATCP stem from the purchasing of the pizza from Tony's and how the money is exchanged hands; not from a health safety standpoint. Michelle will write letters, call legislators, whatever needs to be done to solve this. If our county were to lose the sales tax from those train rides and the impact of those visitors spending money in other areas, it would be significant.
  - WI Dept. of Tourism
    - Michelle has been appointed as Chair of the Travel Information Center grant program
    - Michelle shared the Arrivalist Data from Secretary Meaney
  - Team member "self-reviews" are done and ready for personnel/exec. review
  - Streamlining:
    - Done - Quickbooks Online; Kaitlin resigned from RR Park
    - Looking into: CRM Database System, Photo Indexing Software, Project Forecasting Template
    - Our team will be working extra hard for the next couple of months to check off as many back-burnered projects as possible; may need additional staffing.
  - Survey will be coming out in December to check in with our businesses on how their year was, issues they are facing, how we can help them, etc.
  - b. Washburn County Economic Development Corp. (WCEDC) Report:
    - i. No report
  - c. Forestry/Trails Report:
    - i. No report
13. **Citizen Comment:** None.
14. **Possible Future Agenda Items:** 2020 Budget Adjustments, Board Appreciation, Summer Fun Video Proof, 2020 Goal Setting, Personnel Committee
15. Motion to adjourn was made by Masterjohn, seconded by Churchill. Motion carried. Meeting adjourned at 9:28 a.m.

**Next Board Meeting Date:  
 Tuesday, December 10, 2019 | 8:30 a.m.  
 Spooner Police Station Community Room**