

Washburn County Tourism Association
Minutes of Monthly Meeting – Wednesday, November 14, 8:30 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:32 a.m. by Kathy Martin.
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	x	x	x	x		x	x	x		
Absent						x				x	x

Others present: Michelle Martin, Kaitlin Hanson

3. McGrath made a motion to approve agenda with moving Taste of Washburn County Gala to item number 8, seconded by Morlock. Motion carried.
4. Minutes of the October meeting were circulated. Sacco moved to approve as presented, seconded by McGrath. Motion carried.
5. The Financial reports for November were circulated for review. Sacco moved to accept the financial report and line item transfers as presented, seconded by Churchill. Motion carried.
6. Citizen Comment: Janisin thanked Executive Director for working through her maternity leave and working with her new baby in the office. Sacco congratulated Churchill and family on the opening of Round Man Brewing Co.
7. **Adobe Creative Cloud Approval:** Michelle presented purchasing Creative Cloud for the price of \$635.88 per year. McGrath made a motion to approve the purchase of Adobe Creative Cloud starting in January, seconded by Sacco. Motion carried.
8. **Taste of Washburn County Gala:** Kaitlin presented budget for the Gala, venue bids, and beneficiary application. Morlock made a motion to approved budget as presented, venue bid from Round Man Brewing Co., and beneficiary application as presented, seconded by Janisin. Motion carried.
9. **Sport Show Booth Updates:** Michelle presented examples of what the booth has looked like in the past. Discussion was had on using larger photos so it is not as busy looking.
10. **Sport Show Volunteer Schedule:** Michelle will have more of an update on volunteers for the La Crosse, Eau Claire, Minneapolis for December meeting. Vic Sacco & his Edina Realty Sacco Group will be doing the Rochester show.
11. **2019 Video Project Proposal:** Kaitlin & Michelle presented ideas for new videos: Group Tour Highlight, Real Life Family Vacation, Silent Winter Sports, Attractions, and Destination Wedding. Group Tour and Silent Winter Sport videos were given a high priority on the list of potentials.
12. **Proposed Events:**
 - a. Farm Festival: Still in the planning stage.
13. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC began the 2019 Marketing Plan
 - b. Group Tours:
 - Working on an update of Group Tour Planning Packet
 - c. Other Marketing/PR:
 - Michelle is beginning to place winter marketing pieces
 - Travel WI put out a video on the WI Great Northern Railroad
14. **Director's Report**
 1. Railroad Park Update: Kaitlin updated that Railroad Park has their new logo finalized; and starting in the Spring Semester of 2019, an architect class from WITC – Rice Lake will be coming in to create renderings of the Roundhouse & Park.
 2. Forestry/Trails Report: A new ATV/Snowmobile map will be available in mid-December; Shell Lake ATV Campground is set to open July of 2019.
 3. Office Update:
 - i. The Gift Shop received new items from LIPCO – magnets, keychains, kids items, shot glasses, & pens
 - ii. Michelle & Kaitlin presented at County Board on Tuesday – the budget was approved for 2019
 - iii. Michelle heads to council meeting in La Crosse later today
 - iv. The Visitor Center received an outdoor Christmas tree donated by Crystal Hills Tree Farm (TJ & Elizabeth Edwards).

- v. 2019 Visitor Guide is off to print – scheduled for delivery the week of December 1st.
- vi. Team will be doing planning session the last week in November 2019 – major focus on PR & Group Tour Marketing
- 4. New Owner Meet & Greets: Kaitlin met with Rick Saletri, the new General Manager for the Spooner Civic Center
- 5. WI Dept. of Tourism Update: None, other than the video that was released about the WI Great Northern Railroad.
- 6. Website Statistics were circulated for October. Visitor statistics were circulated for October and first 3 Quarters of the 2019.
- 15. Receipts/Reimbursements: None
- 16. Correspondence: Email from Dana Morlock regarding Heartwood Conference Center & Retreat.
- 17. Citizen Comment: Sherry shared that Chickadee Hills Homestead is featured on Around the Farm Table; Joe McGrath updated on the health of the Minong Flowage; Minong Flowage Association has applied for a permit for drawdown, there will be a public hearing on December 13th.
- 18. Possible Future Agenda Items: Executive/Personnel Meeting; Plan of Action 2019
- 19. Motion to adjourn was made by Janisin, seconded by Churchill. Motion carried. Meeting adjourned at 10:00 a.m.

**Next Board Meeting Date:
Tuesday, December 11, 2018, 8:30 a.m.
Washburn County Information Center Meeting Room**