

Minutes of Monthly Meeting – Washburn County Tourism Association
Tuesday, November 17, 2020 8:30 a.m.
Washburn County Visitor Center

1. Meeting was called to order at 8:30 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		
Absent	X				X		X				

Others present: Michelle Martin, Kaitlin Hanson

3. Vivian made a motion to approve agenda as presented, seconded by Churchill. Motion carried.
4. Minutes of the October meeting were circulated. Churchill moved to approve as presented, seconded by Vivian. Motion carried.
5. The Financial reports were circulated for review. Churchill moved to receive the financial report as presented, seconded by Janisin. Motion carried.
 - a. **Receipts/Reimbursements** - None
6. Citizen Comment: Emailed comment from Phil Sylla, WCLRA, thanking Michelle and the WCTA board for the letter of support.
7. **Correspondence:** Highway Map Bid Letter, Letter of Support for Surface Water Grant, DOT Letter re: Trego Project
8. **Washburn County Highway Map Bid Decision:** Bids were presented and reviewed. Vivian made a motion to approve the in-county bid from White Birch Printing, seconded by Churchill. Motion carried.
9. **Bank Account Signature Card:** Vivian made a motion to update the Shell Lake State Bank signature card to the following individuals as approved signers: Liza Temple, Colene Vivian, Joe McGrath, Rene Magnuson, Sue Churchill, and Michelle Martin, seconded by McGrath. Motion carried.
10. **2021 Marketing Plan:** The team presented the 2021 Marketing & PR Plan. McGrath made a motion to approve the plan as presented, seconded by Vivian. Motion carried.
11. **Marketing Update:**
 - Visitor Guide Report: Sales came in at roughly \$43,000 which is down approximately \$2,000. The plus side to the lost ads was that we were able to increase the content and deliver a high quality product for our visitors.
 - Website: The website has been switched out to the winter theme. No major updates at this time.
 - Other Marketing
 - Fall/Winter Marketing - Placements will continue to roll out after Thanksgiving and as weather allows.
 - Visitor Statistics/Website Analytics:
 - Visitor: Kaitlin and Michelle presented the October statistics and outlined some changes for reporting in 2021
 - Website: 7,207 Sessions (+8.29%) | 6,037 Unique (+8.25%) | 16,405 Pageviews (+5.19%) | Top Geo: Chicago, Minneapolis, Rice Lake, Milwaukee, Madison, Eau Claire, Platteville, La Crosse, Saint Paul | Top Pages: ATV, Home, Calendar, Trail Conditions, Hiking, Long Lake, Cabins, Contact, Spooner, Dining, Birchwood, Mayana Blog
12. **Office Update:**
 - The WCTA Team worked on an internal reorganization of duties to better define the roles and streamline projects. Part of the transition will include training the front desk team members on tasks that had migrated to management, but traditionally had been front desk staff duties.
 - Michelle & Kaitlin are both currently out of the office due to possible Covid-19 exposures; Debbie is holding down the fort this week and next week. We have shifted to a split office so that we aren't in at the same time so theoretically there will be a management team member available should one of us is unavailable for some time
 - Rodeo system is scheduled to switch over this week but we have yet to hear from the vendor if it is on schedule.
 - Team members attended the fall tourism conference virtually; all members participated in a team building session
 - Michelle and Kaitlin presented at last week's county board meeting
 - Michelle and Kaitlin are researching the Destination Development grant options and potential vendors. We will be leaning on the developing PR committee to assist in the process.

- Current projects include: Outdoor Literature Rack Construction, Highway Map, Highway Map Ad Sales, Update of Kids' Scavenger Hunt Brochure, Populating AllTrails app, Travel WI Database Updates, Visitor Center Lobby Update Planning, Photo Library Organization
 - Business Outreach: Several Meet & Greets are on our list, but will be put on hold until Covid-19 case numbers subside a bit. We have had two chambers reach out to us for assistance in continuing their organizations. If anyone has ideas on how best to help, please let us know. Kaitlin received an email from Long Lake Grille to remove all advertising from the 2021 guide as they are not planning on reopening after their November closure.
13. Citizen Comment: Joe McGrath shared an update about the grant process they've been going through for their Aquatic Management Plan on the Minong Flowage. Michelle Martin thanked Kaitlin and all board members for the kind words they shared with her last week.
 14. Possible Future Agenda Items: Executive Committee: Reviews, Branding, Board Appreciation
 15. Motion to adjourn was made by Churchill, seconded by Janisin. Motion carried. Meeting adjourned at 9:19 a.m.

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