

**Minutes of Executive/Personnel Meeting – Washburn County Tourism Association  
Tuesday, December 10, 2019  
Spooner Police Dept. Community Room  
Executive/Personnel Meeting 8:00 a.m.**

1. Meeting was called to order at 8:06 a.m. by Dana Morlock.
2. Roll Call: Dana Morlock, Rene Magnuson, Joe McGrath (Telephone); Others Present: Michelle Martin, Kaitlin Hanson
3. Employee Reviews: All reviews will be completed by Friday; In the future, reviews should be done in November if possible to allow time for reviewing budget for potential wage increases.
4. Wage, Benefits & Vacation: Tabled until after reviews are completed
5. End of Year Bonus Checks: McGrath made a motion to give Full Time employees a \$200 end of year bonus check and \$100 to part-time employees for end of year bonus check, seconded by Magnuson. Motion carried.
6. Motion to adjourn was made by Magnuson, seconded by McGrath. Motion carried. Meeting adjourned at 8:14 a.m.

**Minutes of Meeting – Washburn County Tourism Association  
Tuesday, December 10, 2019  
Spooner Police Dept. Community Room  
Board Meeting 8:30 a.m.**

7. Meeting was called to order at 8:33 a.m. by Dana Morlock.
8. 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	x	Via phone-partial		x	x	x		x	x
Absent				x				x		

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

9. Masterjohn made a motion to approve agenda as presented, seconded by Temple. Motion carried.
10. Minutes of the November meeting were circulated. Masterjohn made a motion to approve, seconded by Magnuson. Motion carried.
11. **Financial Report:** The financial reports for December were circulated for review. Sacco moved to receive the financial report as presented, seconded by Masterjohn. Motion carried.
  - a. **Receipts & Reimbursements** - None
12. **Citizen Comment:** None
13. **Correspondence:** Letter from Holden Insurance (ATTACHED)
14. **Board Appreciation:** Michelle & Kaitlin thanked the board for volunteering their time to WCTA.
15. **Records Retention Policy Approval:** Janisin made a motion to adopt the Records Retention Policy as presented, seconded by Masterjohn. Motion carried. (ATTACHED)
16. **2020 Budget Adjustments:** Michelle presented proposed line item transfers for the 2020 budget to better cover projected expenses. Janisin made a motion to allow staff to move line items in the budget without board approval as long as the overall budget of \$238,823.24 is not, seconded by Temple. Motion carried.
17. **2020 Goal Setting:** Michelle & Kaitlin presented the plan of action for 2020. Sacco made a motion to approve the tentative plan, seconded by Masterjohn. Motion carried. (ATTACHED)
18. **Summer Fun Video Proof:** Michelle & Kaitlin shared the proof of the 15 second summer commercial. There will also be a 1 minute to be used on website and social media.
19. **Taste of Washburn County Gala:** Kaitlin reported that tickets are ready to go on sale, the raffle license has been approved, 7 of the 12 restaurants have already responded that they will be back, Michelle & Kaitlin met with representatives from both beneficiary groups, and a donation slip has been created to better track donations for thank you cards.
20. **Marketing Report**
  - a. Marketing & PR Updates:
    - i. Winter Campaign Update
      1. MN, WI & IA Snowmobile Magazines have launched
      2. Snowgoer E-blast - 4x has been placed; begins this week
      3. Trail Conditions are being updated daily on WCTA site, Travel WI and Snowtracks
      4. Website has switched over to winter theme
    - ii. Leisure Travel Itineraries are going up on the website this week

- iii. ATV Scenic Tour edits will be sent to Forestry this week; hoping to print the brochure in late December/early January
  - b. Donation Request - None
  - c. Visitor Statistics/Website Analytics were circulated for November.
- 21. **Director's Report**
  - a. Office Update:
    - Fun Fact: Visitor Guides are done!!!!
    - Meet & Greets
      - None
    - WI Dept. of Tourism
      - We'll be partnering at Northwest Sport Show with Travel Wisconsin in April
    - 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.
    - Created Window Clings for the 2020 Best of WashCo Award Winners which we are working on getting handed out
    - Stand up desks and a storage cabinet have been installed in our office; thank you! Our office is the most organized it has been since the move!
    - We are waiting on a sample or project notes for the Washburn Co. Lakes & Rivers Association's request for a letter of support for the storm water project in Spooner.
    - We will be meeting with Kiko and Lolita to work on the building agreement this week.
    - We are in the process of updating all W-9's and getting end-of-year paperwork to AHM.
    - We are scheduled to switch to Charter Spectrum on December 19th; should come to nearly \$100/month in savings (more in year one)
  - b. Washburn County Economic Development Corp. (WCEDC) Report:
    - i. Michelle & Kaitlin shared an email & newsletter from Joel
  - c. Forestry/Trails Report:
    - i. Snowmobile: Some snowmobile trails will be open on Friday, December 13th; working on freezing the swampy areas before more trails are able to be open.
    - ii. Ski Trails: Heartwood trails are open & in good conditions as well as City Park; Nordic Woods & Totogatic will open on or about December 12th & Beaver Brook will be closed until January 6th per WI DNR rules
    - iii. Fat Bike Trails: Wild Cat trails are in great riding condition
    - iv. Totogatic Brochure has been sent to Forestry for approval
- 22. **Citizen Comment:** Sacco shared information from RPAC in regard to a push for housing and economic incentives for developers; Sacco shared information on the Tastefully Together event coming up on Saturday
- 23. **Possible Future Agenda Items:** Exec/Personnel – Wage, Benefits & Vacation
- 24. Motion to adjourn was made by Janisin, seconded by Masterjohn. Motion carried. Meeting adjourned at 9:13 a.m.

**Next Board Meeting Date:**  
**Tuesday, January 14, 2020 | Exec - 8:00 a.m. | Board - 8:30 a.m.**  
**Spooner Police Station Community Room**