

Washburn County Tourism Association
Minutes of Executive/Personnel Meeting - Tuesday, December 11, 8:00 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:05 a.m. by Kathy Martin
2. Roll Call: Kathy Martin, Dana Morlock, Joe McGrath via telephone, Michelle Martin, Kaitlin Hanson
3. Employee Reviews: Reviews will be sent to Kathy to look over.
4. Raises, Vacation & Incentives: Morlock made a motion to approve salary increase for the Assistant Director position as proposed, seconded by McGrath. Motion carried. Morlock made a motion to approve extra 5 days of vacation in lieu of pay raise for the Executive Director position, seconded by McGrath. Motion carried. Morlock made a motion to approve part-time raises as presented, seconded by McGrath. Motion carried.
5. End of Year Bonus Checks: McGrath made a motion to give Full Time employees \$200 end of year bonus check, and \$100 to Part Time employees for end of year bonus check, seconded by Morlock. Motion carried.
6. Motion to adjourn was made by Morlock, seconded by McGrath. Motion carried. Meeting adjourned at 8:23 a.m.

Minutes of Monthly Meeting – Tuesday, December 11, 8:30 a.m.
Washburn County Information Center

7. Meeting was called to order at 8:30 a.m. by Kathy Martin.
8. 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		Via Phone	x	x	x	x		x	x
Absent			x						x		

Others present: Michelle Martin, Kaitlin Hanson, Debbie Moore

9. Morlock made a motion to approve agenda as presented, seconded by Sacco. Motion carried.
10. Minutes of the November meeting were circulated. Sacco moved to approve as presented, seconded by Janisin. Motion carried.
11. The Financial reports for December were circulated for review. Morlock moved to accept the financial report and line item transfers as presented, seconded by Masterjohn. Motion carried.
12. Citizen Comment: None
13. **Donation Request Budget & Application:** Michelle presented a donation application for area businesses to fill out if they are looking for a donation to an event or fundraiser. Churchill moved to accept the donation application as presented, seconded by Masterjohn. Motion carried.
14. **2019 Plan of Action:** Michelle, Kaitlin & Debbie presented the 2019 Plan of Action. Masterjohn approved the Plan of Action as presented, seconded by Sacco. Motion carried.
15. **Visitor Center Sign Replacement:** Michelle & Kaitlin will bring formal bid of Visitor Center sign to January meeting.
16. **Taste of Washburn County Gala Update:** 13 restaurants have reserved tables: Round Man Brewing Co., Heartwood, The Roost, The 715, Butternut Hills Golf Course, Club Northern, The Reel Em Inn, Red Schoolhouse Wines, Pine Brook Farm, Spooner Golf Club, Spider Lake Saloon, Economart, Cheers at Tagalong. Live music will be performed by Sean & Ian Okamoto. WCTA was approved for a Raffle License for 2019. There were 4 total applications for beneficiaries, Hunt Hill & Arts in Hand Gallery were chosen as 2019 Gala beneficiaries. Moore Inspired Photography by Geri Moore will have a photo booth at the event. Posters are out in a few places, and will be getting more out this week. Tickets have been selling very well for the minimal marketing that has been done. The Potter's Shed is helping with the People's Choice Award Trophy for the Restaurant Award at the Gala. We are starting to collect donations for the gala raffle tables.
17. **Proposed Events:**
 - a. Farm Festival: Still in the planning stage looking at a target year of 2020 for this event.
18. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC: Michelle has been elected as chair of Northwest WI ITBEC Marketing Committee; the group is reviewing the website for updates and approved the 2019 marketing plan.

- Namekagon River Project: Wrap up is beginning on this project with surveys being sent out this week to the area outfitters and businesses; wrap-up meetings will be scheduled for early January to work on the report for the state.
- b. Group Tours:
 - Kaitlin & Michelle will continue to work on updating & refreshing content.
 - Dana shared that there was a pop-up tour at Heartwood with 44 people
 - c. Other Marketing/PR:
 - WTMJ Segment: WI Great Northern Railroad
 - Travel WI Event Blast: Santa's Pizza Train
 - There has been a separation of Hayward and Washburn County Snowmobile ads in MN/WI snowmobile magazines
 - Google Adwords Campaign for Snowmobile/Winter Getaway
 - Discover Wisconsin did an article on the Namekagon River
19. **Director's Report**
- a. Railroad Park Update: Kaitlin updated that the group will be meeting with architect, Steve Shervey, at the Roundhouse later this afternoon for their December meeting. There will be more of an update after having met with the architect.
 - b. Forestry/Trails Report: DOT will be resurfacing approximately 20 miles of Highway 53 in 2021 and 2022, they will be looking at re-route for that trail crossing during the time of construction. County Board approved a new Road Route on D near Long Lake.
 - c. Office Update:
 - i. Visitor Guide has arrived, 2 pallets are stored at highway shop. 2019 Revenue was \$46,269.94 with a profit of \$28,349.91. Still waiting on two payments to come in.
 - ii. Collecting the last of Memberships & Highway Map ad dues.
 - iii. Sport Show Logo & Photos have been ordered.
 - iv. Working on website design update
 - v. Went to Spooner and Minong Chamber meetings to give updates.
 - vi. Working on trade-out with Dryden Wire to promote our website; likely temporary but may help with local traffic to our site. Concerns were raised by board members about this trade-out, Michelle will revisit.
 - vii. Sport Show hotels are being booked this week.
 - d. New Owner Meet & Greets: New B&B by Birchwood area – Kaitlin will be getting contact information to get in touch with them.
 - e. WI Dept. of Tourism Update: Michelle & Kaitlin will be attending a webinar about the Winter Marketing Campaigns coming out. Big Bundle Up is underway collecting donations until the beginning of 2019. McGrath made a motion to submit a resolution on behalf of Washburn County Tourism Board of Directors to consider Secretary Stephanie Klett for re-appointment, seconded by Masterjohn. Motion carried.
 - f. Website Statistics were circulated for November. Visitor statistics were circulated for November.
20. Receipts/Reimbursements: None
 21. Correspondence: Shell Lake Arts Center Receives Green Bay Pack Foundation Grant Press Release, DOT Notice of FONSI regarding Trego Interchange, St. Croix Heritage Area Seats New Board of Directors Press Release, DOT Notice of Local Officials Meeting & Meeting Agenda, and WI Great Northern Railroad Santa Car Press Release.
 22. Citizen Comment: David Masterjohn reported regarding Transit Committee meeting which involved moving the ATV Trail and flipping with the train tracks current location.
 23. Possible Future Agenda Items: Member Basket Option, Broad Band Update, Visitor Center Sign Quote
 24. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried. Meeting adjourned at 9:47 a.m.

**Next Board Meeting Date:
 Tuesday, January 8, 2019, 8:30 a.m.
 Washburn County Information Center Meeting Room**