

**Minutes of Executive Board Meeting – Washburn County Tourism Association  
Tuesday, December 8, 2020 8:30 a.m.  
Washburn County Visitor Center**

1. Meeting was called to order at 8:04 a.m. by Colene Vivian.
2. Roll Call: Colene Vivian, Rene Magnuson, Joe McGrath, Kaitlin Hanson, Michelle Martin
3. Employee Reviews: All reviews are in review or completed. Michelle shared no concerns and shared that she felt the team did a great job with everything that occurred in 2020.
4. Wage, Benefits & Vacation: Discussion was had on wage increases, benefits and vacation. Magnuson made a motion to amend the employee handbook to reflect 12 days of sick leave each year for full-time staff, rather than three and add a disclaimer that staff can accumulate up to 200 hours, seconded by McGrath. Motion carried. No wage increases will be given in 2021 due to the economic uncertainty, but the committee wanted to share their appreciation for all the team has done. Magnuson made a motion to give an additional two days of PTO for part-time employees in 2021.
5. End of Year Bonus Checks: McGrath made a motion to give Full Time employees a \$500 end of year bonus check and \$150 to part-time employees for end of year bonus check, seconded by Magnuson. Motion carried.
6. Motion to adjourn was made by McGrath, seconded by Magnuson. Motion carried. Meeting adjourned at 8:28 a.m.

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

7. Meeting was called to order at 8:31 a.m. by Colene Vivian.
8. 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	X		X		
Absent								X			

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

9. Sacco made a motion to approve agenda as presented, seconded by Masterjohn. Motion carried.
10. Minutes of the November meeting were circulated. McGrath moved to approve as presented, seconded by Sacco. Motion carried.
11. The Financial reports were circulated for review. Masterjohn made a motion to transfer the remaining rent funds to projects related to the renovation of the visitor center, seconded by Sacco. Motion carried. Masterjohn moved to receive the financial report as presented, seconded by Sacco. Motion carried.
  - a. **Receipts/Reimbursements** - None
12. Citizen Comment: Chris Thompson shared information on a campground development project on land his family is selling on Spooner Lake. Thompson cleared up some misconceptions about the project and asked for support on the project. Discussion was had on providing a letter of support and Michelle Martin suggested that she proceed and write the letter from her and if the board would like to provide an additional letter that it be added to the agenda for January.
13. **Correspondence:** Legal notice regard LSC Communications
14. **Strategic Planning & Branding:** Discussion was had on the need for a strategic planning session. The last strategic planning session was informal and dates back to 2013. Andrew (Drew) Nussbaum with the Wisconsin Department of Tourism has agreed to lead the strategic plan virtually. In order to make it successful, board members will need to dedicate some time to fill out some survey questions ahead of time. Michelle and Kaitlin will work with Drew in creating the questions and will compile the data prior to the planning session. Churchill made a motion to hold the strategic planning session in lieu of the January meeting, seconded by Masterjohn. Motion carried.
15. **Marketing Update:**
  - Our current marketing is focused on regional, grassroots marketing featuring shopping local and outdoor recreation. Additional winter marketing will take place once we have snow on the ground.
  - Highway map revisions are underway.
16. **Visitor Statistics/Website Analytics:**
  - Visitor: Kaitlin presented the November statistics
  - Website: 3,903 Users | 9,800 Pageviews | Top Geo: Chicago & Minneapolis | Top Pages: ATV, Home, Trail Conditions, Long Lake, Cabins & Resorts, Calendar, Contact, Hunting, Hiking, ATV Lodging

17. **Office Update:**

- Kaitlin shared about the holiday promotions for the gift shop.
- Visitor guide delivery will be happening either this coming Friday or Monday. Volunteers are needed.
- Michelle & Kaitlin filled out the accomplishment log for 2020. Michelle will send it out with the minutes.
- Michelle is currently working on the reimbursement for the Travel Grant. That paperwork is due on December 15<sup>th</sup>.
- Michelle & Kaitlin attended the Birchwood Chamber meeting to discuss the dissolution of the chamber. Discussion was had on implementing room tax, what services WCTA and Hayward Lakes VCB may be able to offer, etc. Our team feels our strategic planning will help us figure out how to best help their organization and others who have come to us looking for assistance.
- The rodeo software upgrade has been pushed back to January 25<sup>th</sup>. Our team is currently training on the software.

18. Citizen Comment: None

19. Possible Future Agenda Items: No meeting in January other than possible Executive Committee if needed

20. Motion to adjourn was made by Sacco, seconded by Churchill. Motion carried. Meeting adjourned at 9:19 a.m.

**Next Board Meeting Date:  
Strategic Planning – Tuesday, January 12, 2021  
Washburn County Board Room**

**Next Meeting – Tuesday, February 9, 2021, 8:30 a.m.  
Washburn County Visitor Center**