

**Minutes of Meeting – Washburn County Tourism Association
Tuesday, February 11, 2020
Spooner Police Dept. Community Room
Board Meeting 8:30 a.m.**

1. Meeting was called to order at 8:33 a.m. by Dana Morlock.
2. 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	x		x	x	x		x	x
Absent				x				x		

Others present: Michelle Martin, Kaitlin Hanson

3. Masterjohn made a motion to approve agenda as presented, seconded by Sacco. Motion carried.
4. Minutes of the January meeting were circulated. Janisin made a motion to approve the minutes as presented, seconded by Temple. Motion carried.
5. **Financial Report:** The financial reports for January were circulated for review. Masterjohn moved to receive the financial report as presented, seconded by Janisin. Motion carried.
 - a. **Receipts & Reimbursements** - None
6. **Citizen Comment:** None
7. **Correspondence:** None
8. **2021 Visitor Guide:** Michelle presented a draft of the 2021 visitor guide bid letter and the mailing list. A suggestion was made to make phone calls to cut back on the mailing list. WCTA Team will continue to move forward with the bidding project. (ATTACHED)
9. **Building Contract (122 N. River Street):** No update, tabled for next meeting.
10. **Taste of Washburn County Gala Review:** Kaitlin shared the reviews from the event and presented the final budget for the Taste of Washburn County Gala now that most bills/expenses have come in; she suggested making a donation of \$1,500 to both of the beneficiaries, Rolling Hills Snowmobile & ATV Club and Rails on Trails. Masterjohn approved giving each of the beneficiary groups \$1,500, seconded by Sacco. Motion carried.
11. **Marketing Report**
 - a. Marketing & PR Updates:
 - i. Summer Campaign
 1. Summer Campaigns have begun to launch; more will launch over the coming weeks
 2. YouTube advertising is up and running; North of 8 (Emily Gall) is placing SEM early this week
 - ii. ATV Scenic Tour edit is underway – Forestry is working on their updates; the changes should be sent to Nancy at White Birch Printing in the next week.
 - iii. Michelle is working on embedding our videos into the website; any Washburn County business can embed the videos in their website so please do so! The team also asked for everyone to subscribe to the Washburn County Tourism YouTube channel which will help us get a custom URL.
 - iv. Michelle is working on creating new “Related Content” buttons for blogs, similar to the buttons on the website used for the leisure travel itineraries.
 - v. Kaitlin has been busy resizing photos for business listings and adding events to the website for 2020.
 - b. Donation Request - None
 - c. Website and Visitor Statistic Reports were given for the month of January.
12. **Director’s Report**
 - a. Office Update
 - Meet & Greets:
 - Michelle & Kaitlin had an amazing meeting with Mark Wallskog, the new owner of Heartwood Resort & Conference Center and Tracy Elkins. Great things to come in the future as we are looking for ways to partner.
 - Michelle met with Kathy, the General Manager, from Tractor Supply Co. They will be looking at April 4th as a Grand Opening date, and have offered for WCTA and the Spooner Chamber of Commerce to have a booth at the store for their grand opening event. If anyone would like to man our booth, please let us know.
 - Michelle & Kaitlin have a visit scheduled with Jason & Virginia Streitz from Brickyard Pottery, this Friday, to introduce WCTA and work on updates to their business listing.
 - WI Dept. of Tourism/Travel WI:
 - Kaitlin & Michelle will be gone at WIGCOT from March 15th through 18th

- WCTA received a \$1,500 TIC grant from the WI Dept. of Tourism. This will go towards offsetting staffing expenses, and pays for just over 20 front desk shifts.
 - Sales Tax has been submitted for the year.
 - WCTA Staff took a tour of 7 different visitor centers throughout the region while doing visitor guide deliveries. Lots of great ideas came from the trip for long-term planning of the visitor center.
 - The visitor center annual report has been submitted to the county. A copy is available for board member review. Lawn repair and flooring are on the project list for 2020 if funds are available to do so.
 - Michelle & Kaitlin presented at the Birchwood Area Chamber of Commerce meeting on 2/4/2020 about Tourism.
 - We are partnering with WCEDC to present the Tourism Business of the Year award at the banquet being held on April 1st at Heartwood Resort.
 - Shell Lake Marketing/Tourism Committee: Kaitlin & Michelle met with Grace Shervey and Matt Dryden to start a marketing committee for the Shell Lake area. There will be another meeting tonight to set up social media pages to be used for destination marketing and rearranging the website.
 - Kaitlin attended the Minong Chamber general meeting on February 5th as there has not been a marketing meeting for a few months to attend. MACC has been working on a new tri-fold brochure for their area. Michelle contacted one of the board members with some recommendations and also inquired about the quantity being produced.
 - Michelle attended the Spooner Area Chamber of Commerce exec meeting on February 4th and general meeting on February 5th. She is now the chair of Spooner's marketing committee.
 - Michelle and Kaitlin are looking into applying for a Class A Raffle License to run a Summer Fun giveaway. Stay tuned for more details.
 - Michelle has quoted out garbage service for the building and is looking to switch to Independent Sanitation & Recycling.
 - Debbie has completed the Rodeo Mailing for the year and got it out the earliest it has ever been. Thank you to Debbie and her hard work!
- b. Forestry/Trails Report:
- i. All of the trails are open and in good condition
 - ii. Mike is working on the 15 year Forestry Plan and asked for input from Michelle and Kaitlin
- c. Washburn County Economic Development Corp. (WCEDC) Report:
- i. The Washburn Co. EDC Banquet will be held on Wednesday, April 1st at Heartwood Resort; registration is now open online. Award nominations can be made until Friday, February 14th, after that the public voting will begin.
 - ii. EDC & Tourism will begin working on a partnered video to push "why Washburn County" with a goal of engaging people into coming to Washburn County and joining the work force.
13. **Citizen Comment:** Tara shared that Gordon Goodwin will be at the Shell Lake Arts Center during Jazz week this summer; she also shared that SLAC has started an art club for live drawing or sculpting. Vic inquired about the lighting of the Wisconsin cutout located in the North Lawn of the Visitor Center, lighting will be looked at this spring after the snow has melted & the ground thawed.
14. **Possible Future Agenda Items:** Building Contract, Visitor Guide Bids, Visitor Center Planning, Class A Raffle License
15. Motion to adjourn was made by Masterjohn, seconded by Janisin. Motion carried. Meeting adjourned at 9:28 a.m.

**Next Board Meeting Date:
Tuesday, March 10, 2020 | 8:30 a.m.
Spooner Police Station Community Room**