

Minutes of Monthly Meeting – Tuesday, February 12, 8:30 a.m.

Spooner Fish Hatchery Meeting Room
810 W. Maple Street | Spooner, WI 54801

1. Meeting was called to order at 8:41 a.m. by Kathy Martin.
2. 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	Via Phone	Via Phone	Via Phone	x			Via Phone			
Absent						x	x		x	x	x

Others present: Michelle Martin, Kaitlin Hanson

3. Churchill made a motion to approve agenda as presented, seconded by Morlock. Motion carried.
4. Minutes of the January meeting were circulated. McGrath moved to approve as presented, seconded by Janisin. Motion carried.
5. The Financial reports for February were circulated for review. Churchill moved to receive the financial report and line item transfers as presented, seconded by McGrath. Motion carried.
6. Citizen Comment: None
7. **Meeting Times & Location:** Michelle shared the results of the poll that was sent out prior to the board meeting. Results showed that Tuesdays at 8:30 a.m. were preferred for meeting time; no major preference was made in regard to meeting location. The board meetings will continue to explore different locations until finding a space adequate to host Washburn County Tourism Board Meetings.
8. **Building Use/Maintenance Contract:** Michelle informed the board that the county is in the process of creating a new contract for building use; if the board has any requests they would like to see in that contract, that information should be relayed to her.
9. **Visitor Center Sign:** A bid from Henk’s Fab & Machine, LLC was presented for updating the sign in front of the Visitor Center using the Washburn County logo. Churchill made a motion to accept the bid as presented, seconded by McGrath. Motion carried.
10. **Taste of Washburn County Gala – Wrap Up:** Michelle and Kaitlin presented a wrap up report to the board and discussed the final profit and loss from the event. McGrath made a motion to approve both beneficiaries to each receive \$1,000 from the event, seconding by Churchill. Janisin abstained from the vote. Motion carried.
11. **Future Washburn County Events:** No discussion; Kaitlin will present on this at the next board meeting.
12. **Audit Committee:** Michelle is reviewing the books so audit committee will be able to meet. There will need to be one WCTA Board Member present along with a County Board Member and a public citizen.
13. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC: Meeting in February was canceled due to the weather.
 - b. Group Tours:
 - No update.
 - c. Other Marketing/PR:
 - Article for UW-Stout on Michelle’s appointment to council, written by Pamela Powers, has been published.
 - Michelle submitted articles for On Wisconsin Outdoors and a pitch for Spaces Magazine.
 - Working on the new WashCo Compass: Guiding your Washburn County Adventure – to be emailed out later this week.
 - Namekagon Grant Wrap-Up is underway. We did ask for an extension due to the federal government shut down which resulted in the National Park Service not being able to get us the visitor numbers we needed for the final grant report. The report will now be due on or before March 15th.
 - We are almost out of ATV Scenic Tour brochures – Michelle contacted Mike from Forestry to begin the redesign process.
 - We need to get 80 boxes of Visitor Guides for distribution down to Vector & Ink in the Wisconsin Dells; likely shipping a pallet down.
 - Joel from Washburn County Economic Development Corporation submitted a request for prize donation to be used at the 3rd Annual WCEDC Awards Banquet. Churchill made a motion to approve request seconded by McGrath. Motion carried.

14. Director's Report

- a. Railroad Park Update: Kaitlin updated that the Railroad Park board met with DBS at the January meeting to discuss what they could do and the services they offer. They were going to get a preliminary numbers outline to present at a future meeting. The website will now have online donation capabilities. The board is now working on a campaign to build the plaza at the park around the turntable.
 - b. Forestry/Trails Report: All Washburn County trails are open and in great condition with all of the recent snow fall.
 - c. Office Update:
 - i. The office moves have been completed.
 - ii. Rodeo mailing list has been submitted to Dick; brochures came back to the visitor center yesterday and Dick is requesting that the mailing be completed by February 22nd.
 - iii. The first two sport shows are done; still have Eau Claire and Minneapolis. We are still looking for volunteers for the Minneapolis show.
 - iv. We postponed the Long Lake work remotely date to February 6th – the turnout was small, but successful; met with Gala beneficiaries regarding Gala wrap up and a couple people stopped in to talk about the snowmobile/ATV maps.
 - v. Work remotely schedule has changed slightly.
 1. March: Stone Lake
 2. April: Birchwood
 3. May: Shell Lake
 4. June: Spooner
 - vi. Tiffany will not be returning this summer so we will have to start advertising for a part-time summer help employee to start in May. The position will be part-time/seasonal hours, if anyone knows of someone that might be interested, please have them stop by the Visitor Center to fill out an application.
 - vii. Michelle is in the process of reviewing the 2018 financials to submit to the accountant for taxes.
 - viii. Lodging availability calendars is in need of a major refresh.
 - d. New Owner Meet & Greets: None
 - e. WI Dept. of Tourism Update: The Big Bundle Up collected 21,452 items total; Washburn County collected nearly 100 items to donate to this. Kaitlin & Michelle are registered for WiGCOT and will be gone Sunday, March 17th through Wednesday, March 20th. Welcome to Secretary Sara Meaney – Michelle met her at the Governor's Council meeting and is excited to see where she takes Travel Wisconsin.
 - f. Website Statistics were circulated for January. Visitor statistics were circulated for January.
15. Receipts/Reimbursements: None
16. Correspondence: Shell Lake Arts Center Press Releases; Spooner Rodeo Parade Block Party Sponsorship Information
17. Citizen Comment: None
18. Possible Future Agenda Items: Sponsorship Policy; Taste of Washburn County Gala
19. Motion to adjourn was made by Churchill, seconded by Janisin. Motion carried. Meeting adjourned at 9:27 a.m.

Next Board Meeting Date:
Tuesday, March 12, 2019, 8:30 a.m.
TBD