

Washburn County Tourism Association
Minutes of Executive/Personnel Meeting -- Tuesday, February 13, 8:00 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:05 a.m. by Kathy Martin.
2. Members Present: Kathy Martin, Dana Morlock, Rene Magnuson, Joe McGrath (via telephone)
3. Employee Reviews: Discussion was had on employee reviews. Staff being reviewed will submit their self-reviews to Kathy. Assistant Director will receive informal review in 3-6 months; formal review at 12 months. Any feedback from board members should be submitted to Kathy.
4. Magnuson made a motion to adjourn; seconded by Morlock. Meeting adjourned at 8:13 a.m.

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5. Meeting was called to order at 8:30 a.m. by Kathy Martin.
6. Roll Call:

| | Kathy Martin | Dana Morlock | Rene Magnuson | Joe McGrath | Steve Waggoner | Sue Churchill | Tara Burns | Ann Miller | Charlie Swanson | Victor Sacco |
|---------|--------------|--------------|---------------|-------------|----------------|---------------|------------|------------|-----------------|--------------|
| Present | x | x | x | Via Phone | x | x | x | Via Phone | | x |
| Absent | | | | | | | | | x | |

Others present: Michelle Martin, Kaitlin Hanson

7. McGrath made a motion to approve the current agenda with the change of Executive at 8 a.m., seconded by Waggoner. Motion carried.
8. Minutes of the January meeting were circulated. Waggoner moved to approve as presented, seconded by Burns. Motion carried.
9. The Financial report was circulated for review. Morlock moved to accept the financial report and line item transfers as presented, seconded by Churchill. Motion carried.
10. Citizen Comment: None
11. **Visitor Guide Bid Letter:** Discussion was had on the new bid letter. McGrath made a motion to approve as presented, seconded by Miller. Motion carried. (ATTACHED)
12. **DOT: Spooner/Trego Projects:** Discussion was had on the meeting between Tourism, Spooner Chamber and the Wisconsin DOT regarding the Highway 63 projects. DOT is asking for formal comments. Board members are welcome to review the plan after the meeting. Michelle & Kaitlin will get formal comments in to Beth Cunningham this week.
13. **Sport Show Update:** Updates were given on Chicago, Rochester & La Crosse shows. Thanks to Edina for covering travel expenses, our sport show budget is right on for the year. Thanks to all volunteers for helping.
14. **Gift Shop:** Discussion was had on items to purchase for the gift shop. Sales tax is being applied for this week. The goal date for opening is April 1st. Churchill made a motion to approve up to \$300 for fixtures, seconded by Morlock. Motion carried. Churchill made a motion to approve up to \$4,000 for merchandise, seconded by Magnuson. Motion carried.
15. **Sport Show Sponsorship Requests:** The WI Canoe Heritage Museum applied for sport show sponsorship for three shows. Discussion was had on available funds and potential additional requests. Waggoner made a motion to approve \$100 sponsorship for each show, seconded by Churchill. Motion carried. (ATTACHED)
16. **Welcome to Washburn County Signs:** Discussion was had on metal signs vs. vinyl wrap. Waggoner will request the welcome signs to be added to the Public Property agenda in March. Michelle & Kaitlin will attend.
17. **Marketing Report**
 1. Regional Marketing:
 - i. Namekagon River Update: Began placing advertising; website is up and running
 - ii. ITBEC: New book to print; will arrive in March
 2. Group Tours
 - i. Tour for May called to expand from one bus to two.
 - ii. Kaitlin is assisting a tour for August with information (St. Paul)
 3. Other Marketing
 - i. Photo/Video: Working with Netz on Namekagon project
 - ii. Tin Ceiling Project: Michelle got bid from White Birch to give to the Spooner BID on Feb. 20th so they can get brochure finished.

- iii. Spoke with a writer from Snowgoer magazine. He was featuring Washburn County on an e-newsletter since our trails are in great condition!

18. Director's Report

1. Railroad Park Update: Michelle and Sue updated that Railroad Park Committee didn't have a meeting in January. Next meeting is February 27th.
 2. Forestry/Trails Report: Snowmobile trails are still open and in good condition. Warm weather coming; hopefully they make it through that.
 3. Office Update:
 - i. Tourism Business of the Year Criteria & Volunteers for judging were discussed
 - ii. Heart of the North Day Update: Met with Dept.; discussed marketing, article research, Meet in Wisconsin website, ATV trail reports, Power of Tourism update (Need to do follow up), Winter lodging listings to sort
 - iii. Minong Destination Assessment; Kaitlin attended last week
 - iv. Met with Beth Cunningham from Wisconsin DOT to discuss Spooner Highway 63 project
 - v. Attended Business After 5 in Stone Lake; met the new executive board
 - vi. I Love Minong Photo Contest ends on February 14th; Spooner Chamber will also be partnering with us for a photo contest in the near future
 - vii. Website page updates; white background on site; working on marquee bumping; group tour page has been updated
 - viii. Annual Compliance Services Fee- Emailed Fred- January 8 & 31 - February 12
 - ix. Website invoices will be going out this month
 - x. We are proposing Walk with Walker event on the Trego Nature Trail for May or June
 - xi. Files have been sent to accountant for taxes
 - xii. Educational Seminars for April; considering Lunch & Learn style
 - xiii. Namekagon River Event: Wednesday, February 28th 12:30 at the DNR; visitor center will be closed during this time
 - xiv. Spoke with a new blogger; Anna DeMers from UW-Extension office; she does a canoeing blog and is going to be one of our freelance writers covering canoeing and the outdoors
 4. New Owner Meet & Greets: None; Joe brought up meeting with the fish hatchery, DNR Fish Biologist and FISH group at an upcoming meeting.
 5. WI Dept. of Tourism Update: Michelle and Kaitlin will be attending the Governor's Tourism Conference March 11th through 14th.
 6. Website Statistics were circulated for January. Visitor statistics were circulated for January.
19. Receipts/Reimbursements: None
20. Correspondence: None
21. Citizen Comment: Vic shared that they are heading to the Lake, Home & Cabin Show in Minneapolis and also circulated their direct mail piece they've sent out.
22. Possible Future Agenda Items: Gift Shop Pricing, Welcome to Washburn County Signs, Deer Advisory Council, Visitor Guide Bids, Music on Walnut Street
23. Motion to adjourn was made by Waggoner, seconded by Churchill. Motion carried. Meeting adjourned at 10:00 a.m.

**Next Board Meeting Date:
Tuesday, March 20, 2018, 8:30 a.m.
Washburn County Information Center Meeting Room**