

**Minutes of Strategic Planning Meeting – Washburn County Tourism Association
 Tuesday, February 9, 2021 8:30 a.m.
 Washburn County Government Center – Board Room**

1. Meeting was called to order at 8:31 a.m. by Liza Temple.
2. 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		
Absent		X		X	X						

Others present: Michelle Martin, Kaitlin Hanson, Andrew Nussbaum, Julie Fox

3. Vivian made a motion to approve agenda as presented, seconded by Sacco. Motion carried.
4. Minutes of the December & January meetings were circulated. Vivian moved to approve as presented, seconded by McGrath. Motion carried.
5. The Financial reports were circulated for review. Sacco moved to receive the financial reports for January and February as presented, seconded by Vivian. Motion carried.
6. Citizen Comment: None
7. Correspondence: Thank you from Heartwood Resort, LSC Communications Bankruptcy Notification, Letter regarding ACH rules from Shell Lake State Bank
8. Office Update: The WCTA team shared updates on the joint Chamber/Tourism virtual meeting that was held. Five of the six chambers were in attendance and it was a great step forward in increasing communication between all organizations. Updates were also given regarding the visitor center renovation project which is beginning this week.
9. **Strategic Planning Wrap-up:** Andrew (Drew) Nussbaum led the WCTA Board of Directors in part two of the strategic planning. The board has been asked to create a vision statement based off the notes from the meeting. Michelle will email it out and send all responses anonymously to Drew. Drew ended in explaining that this strategic planning is being wrapped up into a Business Plan document that the board should plan to update every 3-5 years.
10. **Citizen Comment:** None
11. **Possible Future Agenda Items:** To be determined
12. Motion to adjourn was made by Sacco, seconded by McGrath. Motion carried. Meeting adjourned at 10:13 a.m.

**Next Board Meeting Date:
 Board Meeting– Tuesday, March 9, 2021
 Washburn County Visitor Center | 122 N. River Street | Spooner, WI 54801**