

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

Spooner Police Station Community Room
221 Elm Street | Spooner, WI 54801

1. Meeting was called to order at 8:34 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	x		Via Phone	x	x	x	x	x	x	x
Absent			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 February meeting were circulated. Churchill moved to approve as presented, seconded by Sutton-Zanardo. Motion carried.
5. The Financial reports for March were circulated for review. Masterjohn moved to accept the financial report and line item transfers as presented, seconded by Sacco. Motion carried.
6. Citizen Comment: Phil Sylla of Washburn County Lakes & Rivers Association talked about storm water pollution from the City of Spooner into the Yellow River. Phil gave options of what could be done to prevent this with the upcoming road construction along Highway 63 in Spooner. Asked for a possible letter of support if WCLRA were to write a grant.
7. **Taste of Washburn County Gala – Final Wrap Up:** Michelle shared the final report from Taste of Washburn County Gala after meeting with Spooner Area Chamber of Commerce Board President, Tim Reedy.
8. **2020 Washburn County Visitor Guide Bid Letter:** The bid letter was presented for the 2020 Washburn County Visitor Guide. Morlock made a motion to approve the letter with the change of the bids being due April 3, 2019. Seconded by Masterjohn. Motion carried.
9. **Payment/Late Fee Policies:** Discussion was had whether or not WCTA should charge a late fee for past due invoices. Sacco made a motion to implement the policy that WCTA operates on a 30 day payment term. WCTA will offer a 60 grace period for late fees. In the event payment is not made within 60 days after mailing of invoice, WCTA may charge a late fee of 3% per month on any overdue and unpaid balance not in dispute. WCTA reserves the right to remove any promotion for that business or organization until the payment is received. In the event that WCTA incurs legal fees or costs associated with collecting payment, in addition to the interest on the unpaid balance, the business or organization is responsible for any incurred expenses. Seconded by Masterjohn. Motion carried.
10. **Sponsorship Policy:** Discussion was had in regard to WCTA sponsoring events. Masterjohn made a motion to implement the policy that states: Washburn County Tourism Association’s mission is to promote tourism in Washburn County. WCTA’s marketing dollars must be spent attracting visitors from outside of the Washburn County area. Due to the amount of potential sponsorship requests, WCTA is unable to contribute financially via sponsorships to any local event. In lieu of monetary sponsorship, when deemed appropriate by Executive Director or Board of Directors, WCTA Staff may offer the following in-kind services: event promotion including WCTA website, Travel WI website, inclusion in event marketing; social media promotion & guidance; grant review assistance; marketing plan guidance; & welcome bags. Seconded by Morlock. Motion carried.
11. **License & Gaming Policies:** Sacco made a motion to table this discussion until the director hears back from legal counsel. Seconded by Masterjohn. Motion carried.
12. **Records Retention Policy:** Michelle requested two board members to assist with a records retention policy proposal. Burns & Temple volunteered to help create a records retention policy proposal.
13. **Future Washburn County Events:** Kaitlin presented ideas for future Washburn County events that could be hosted with local chambers.
14. **2019/2020 Advertising Options:** Michelle & Kaitlin presented advertising options for 2019/2020. There will be no change to the membership, website listings or 2nd Homeowner Mailing options. Masterjohn proposed a 10% increase in rates for 2020 Washburn County Visitor Guide after no increase for ten years and to eliminate the “in” versus “out of county” discounts. Seconded by Churchill. Motion carried. Sacco made a motion to terminate the Tourism Partnership Program. Seconded by Sutton-Zanardo. Motion carried.
15. **Marketing Report**
 - a. Regional Marketing:
 - Northwest Wisconsin ITBEC will be meeting at the end of March.

- b. Group Tours:
 - Kaitlin & Michelle received an email request for information to potentially be used in the be used in the new Travel Student Planning Guide; they were specifically looking for STEM related stops for hands on learning for students.
- c. Donation Request:
 - Masterjohn made a motion to approve the donation request for Friends of Railroad Park to be used at the Spooner Area Chamber of Commerce event – Jacks are Wild: Food, Wine & Game Night in April.
- d. Other Marketing/PR:
 - White Birch gave WCTA a quote and preliminary design layout for the Washburn County Historical Tour. We will hopefully be getting these out by May.
 - Washburn County Commercial will be airing during the Buffalo Chip: Wild Rides episode on RFD-TV; the Cowboy Channel at 8:00 & 10:00 PM central time.

16. Director's Report

- a. Railroad Park Update: Kaitlin updated that the Railroad Park received two options from DBS regarding their architecture works and preliminary planning they offer. The board made a recommendation that the Spooner Farmers Market could be hosted at the park starting as soon as this summer if they so choose. Friends of Railroad Park will be a beneficiary for Jacks are Wild: Food, Wine & Game night so the board is doing their part in prizes collections and volunteer recruitment for that evening.
- b. Forestry/Trails Report: All Washburn County trails are open and in excellent condition, but could be changing over the next few days with the rain and warm weather on the way. Michelle will be working with Mike to update the ATV Scenic Tour. Masterjohn shared that a grant for Totogatic Park was approved for more work with an estimated completion of 2020.
- c. Office Update:
 - i. A Google Form was created to use for event submissions; this will also be used for the 2020 Visitor Guide events as well.
 - ii. The Rodeo Mailing has been completed thanks to Debbie!
 - iii. Minong Work Remotely Day had a small turn out. Met with Denise who will be opening The Scoop at the end of May. We also had a visitor stop by just to chat about tourism.
 - iv. Michelle & Kaitlin went to UW-Extension to help them with some Facebook issues; will likely be putting together a little Facebook tutorial for their staff.
 - v. Michelle is working on setting up Audit Committee for the first week in April. Mark Schultz has volunteered to be the citizen volunteer. We are still in need of a board member as a volunteer. Dana Morlock volunteered from the board.
 - vi. Kaitlin & Michelle met with Emily Gall from Burnette County Tourism to discuss how they do their awards for “Burnett County Top Ten” – looking at doing something like that for Washburn County Tourism Annual Awards.
 - vii. WCTA is teaming up with EDC to create the Tourism Business of the Year Award again at the EDC Banquet on May 15th at the Spooner Civic Center. We will need volunteers to help with tallying. Kathy Martin, Nikki Janisin, & Sue Churchill volunteered to help.
- d. New Owner Meet & Greets: Met with Denise Waggoner who will be opening The Scoop in the Spring. There will be a new director coming to JLAAC, we will meet with him/her once they start.
- e. WI Dept. of Tourism Update: Reminder that Michelle & Kaitlin will be leaving for WiGCOT on Sunday and returning on Wednesday. The Spring/Summer Event Guides and Art & Craft Fairs guide have been published, quite a few events from Washburn County have made it into the guide. There was a newsletter sent out by Secretary Meaney stating that there was an additional \$5 million invested into the Tourism Marketing budget and created an office of Outdoor Recreation.
- f. Website & Visitor statistics will be emailed with the minutes.

17. Receipts/Reimbursements: None

18. Correspondence: Thank you from Hunt Hill Audubon Sanctuary & letter regarding Woody's On Long

19. Citizen Comment: None

20. Possible Future Agenda Items: Broadband Update, Gift Shop Update, Deer Advisory Council, Board Recruitment

21. Motion to adjourn was made by Churchill, seconded by Janisin. Motion carried. Meeting adjourned at 9:27 a.m.

Next Board Meeting Date:
Tuesday, April 9, 2019, 8:30 a.m.
TBD