

Minutes of Monthly Meeting – Washburn County Tourism Association
Tuesday, March 10, 2020 8:30 a.m.
Spoooner Police Department Community Room
Board Meeting at 8:30 a.m.

1. Meeting was called to order at 8:38 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		Via Phone		x	x	x	Via Phone		x
Absent		x		x					x	

Others present: Michelle Martin, Kaitlin Hanson

3. Sacco made a motion to approve agenda as presented, seconded by Janisin. Motion carried.
4. Minutes of the February meeting were circulated. Janisin moved to approve as presented, seconded by Burns. Motion carried.
5. The Financial reports were circulated for review. Masterjohn moved to receive the financial report as presented, seconded by Sacco. Motion carried.
 - a. **Receipts/Reimbursements** - None
6. Citizen Comment: Tara Burns was thanked for her time serving on the Washburn County Tourism Board of Directors
7. **Correspondence:** Nomination letter from Secretary-Designee, Sara Meaney to Kaitlin Hanson
8. **2021 Visitor Guide Bids:** Submitted 2021 Visitor Guide Bids were reviewed and compared. Janisin made a motion to go with Advance Printing being the lowest bid and having provided a quality product in the past, seconded by Sacco. Motion carried.
9. **Building Contract (122 N. River Street):** The building contract was reviewed at last week’s public property meeting. The contract is now being sent to corporate counsel for review. Kiko Murphy, Washburn County Maintenance, will be handling negotiations with building entities moving forward. It is anticipated there will be a contract to review/approve at the next board meeting.
10. **Stone Lake Cranberry Festival Staffing Contract Proposal:** Kaitlin shared a staffing contract proposal submitted by Sharon Paine on behalf of Stone Lake Cranberry Festival Board of Directors. Sacco made a motion to approve the proposal as a one-year trial effective immediately, seconded by Masterjohn. Motion carried. A contract will be drafted similar to the rodeo staffing agreement contract.
11. **Visitor Center Long Term Planning**
 - a. **Overview:** Michelle & Kaitlin shared the importance of long term planning for the visitor center, whom should be involved from each entity within the building, the overview of the project such as streamlining the gift shop to the south area of the lobby, minimizing the front desk, expanding outdoor literature displays, and adding a rotating museum/attraction style display. Currently the souvenir wall is in progress of being redone, the team will work on painting the old racks to better match displays, and create clear, on brand signage for the gift shop and visitor information portion of the visitor center. Other projects for the WCTA Staff will include installation of a “selfie stand” at the Wisconsin cutout, enhancing the “on brand” signage, and establish a long-term planning team to come up with a final concept, budget & timeline. Vic offered to help during the long-term planning stage.
 - b. **Donation Box:** Conversation was had whether a donation box should be put in the visitor area as we have had people in the visitor center try to leave donations for the brochures they have gotten. The Board of Directors made the recommendation to put up a donation box to collect funds for future improvement projects.
12. **Summer Fun Raffle:** Kaitlin & Michelle decided creating a Summer Fun Raffle is a great idea but right now is not the right time. It will be an idea for future fundraising if needed.
13. **Marketing Report**
 - a. **Marketing & PR Updates:**
 - Michelle is the Chair of the Spooner Marketing Committee & Co-Chair of the Minong Chamber Marketing committee; Kaitlin is the lead for the Shell Lake Marketing committee.
 - Best of WashCo Blog: The Shopping Bag launched late February; Family Fun will be the blog coming out in March.
 - The ATV Scenic Tour brochure is in White Birch’s hands; hoping for a proof sometime this week.
 - Michelle is working on several “ads” for the plat book. Washburn County Tourism was given the back cover and several spots throughout to highlight the area.
 - Website:
 - Homepage has been updated to summer photos

- Fishing & Shopping Pages have been updated with new “buttons”
 - New Related Content buttons have been added on the home page and will be added to other pages throughout the site.
- b. **Donation Requests:** Wisconsin Canoe Heritage Museum submitted funding requests for attending Sport Shows. These dollars can come from the Director’s Advertising Account at Michelle’s discretion.
- c. Visitor Statistics & Website Analytics were given for the month of February.
14. **Director’s Report**
- a. **Office Update**
- New Owner Meet & Greet:
 - Kaitlin & Michelle met with Mardie from Antique Adventures in Trego. They are now included in the Arts & Antiques brochure and have purchased an enhanced listing on the website.
 - Farm Boyz Mercantile in Stone Lake will be going into the former Stone Lake Co-op building with an anticipated opening in May. They will be offering local products, more information to come.
 - Michelle met with Billy Rosner from Wild Country Outfitters – he offers guide service in the Minong/Trego area.
 - Travel WI Report:
 - JEM Grant Committee proposal: Secretary-Designee Meaney reached out to Michelle regarding applying for the JEM committee. Time commitment would be four times a year (1 ½ hour meeting & reviewing applications which would take roughly 6-7 hours). There is an option that Michelle could specify which of the four rounds she is available to review, basing it off slower times with WCTA. WCTA Board of Directors made the recommendation to move forward with this choosing 1-2 applications rounds that would best fit within time limitations of other projects/tasks.
 - WCTA Staff will all be attending WI Governor’s Council on Tourism in Madison from Sunday, March 15th and returning on Wednesday, March 18th. There will be limited visitor center hours, staffed by volunteers.
 - Group Tours:
 - Janet Neihart from Iowa (Neihart Tours) called regarding cranberry marsh tours, she was given the phone numbers for Thea Kronlund’s marsh on Dock Lake Road and Golden Ponds in Stone Lake, and she was also sent a group tour packet.
 - WCTA Staff continue to receive phone calls regarding the Museum of Woodcarving, at this time there is still no update.
 - Kaitlin attended the Minong Chamber general meeting on February 5th – the marketing committee will start meeting regularly at 2:00 p.m. before the general meetings on the first Wednesday of every month.
 - Michelle and Kaitlin have finished reviewing the 2019 books. An audit committee will be set up by the end of March. Looking for a volunteer from the WCTA Board of Directors to help with this.
 - Michelle attended a social media emergency management training on February 5th. Washburn County is looking at doing a three-county partnership for social media management during emergency situations.
 - Exciting news for the Fishing Report on the website. Kyle (Wisconsin Fisherman) has agreed to let WCTA embed his YouTube video “fishing reports” on the Fishing & Outdoor Report page.
 - Financials have been switched back to Quickbooks Desktop; there were a few minor glitches, but so far the change back has worked out well.
 - Kaitlin is working on another bulk visitor guide mailing.
 - The historical tour brochure is being proofed and will hopefully be completed in early April.
 - WCTA has created a second logo for internal use that say “Washburn County Tourism Association”
- b. **Forestry/Trails Report:** All snowmobile trails were closed on Monday, February 9th at 8:00 a.m.
- c. **EDC Report:** Registration for the Annual EDC Banquet is still open. The Tourism Business of the Year award will have the new WCTA Logo on it
15. Citizen Comment: Nikki Janisin shared that Hunt Hill is partnering with NexTrex to collect plastic (bags, bottles, etc.) and if able to collect 500 pounds Hunt Hill will receive a bench created by recycled materials. Hunt Hill also has the newest Discovery Trail theme set up for March – Wind Spinners. There will also be a soup lunch at Hunt Hill starting at 12:00 p.m. today about attracting wildlife to your backyard.
16. Possible Future Agenda Items: Building Contract (122 N. River Street)
17. Motion to adjourn was made by Masterjohn, seconded by Janisin. Motion carried. Meeting adjourned at 9:41 a.m.

Next Board Meeting Date:
Tuesday, April 13, 2020, 8:30 a.m.
Spoooner Police Department Community Room