

**Minutes of Board Meeting – Washburn County Tourism Association**  
**Tuesday, March 9, 2021 8:30 a.m.**  
**Washburn County Visitor Center | 122 N. River Street | Spooner, WI 54801**

1. Meeting was called to order at 8:30 a.m. by Liza Temple.
2. Roll Call:

|         | Robin Berlin | Sue Churchill | Nikki Janisin | Rene Magnuson | Joe McGrath | Victor Sacco | Liza Temple | Colene Vivian | County Board (Vacant) |  |  |
|---------|--------------|---------------|---------------|---------------|-------------|--------------|-------------|---------------|-----------------------|--|--|
| Present |              | X             | X             | X             | X           | X            | X           | X             |                       |  |  |
| Absent  | X            |               |               |               |             |              |             |               |                       |  |  |

**Others present:** Michelle Martin, Kaitlin Hanson, Julie Fox

3. Sacco made a motion to approve agenda as presented, seconded by Vivian. Motion carried.
4. Minutes of the February meeting were circulated. Vivian moved to approve as presented, seconded by Sacco. Motion carried.
5. The Financial reports were circulated for review. Churchill moved to receive the financial reports for March as presented, seconded by Janisin. Motion carried.
6. Citizen Comment: Vic Sacco shared that someone had contacted him about a potential bike trail between Spooner and Shell Lake, Joe McGrath shared that the Minong Flowage Association received the state grant for AIS and thanked Washburn County Tourism Association and Michelle Martin for the support.
7. Correspondence: Washburn County Information Center Report
8. **Website Privacy Policy:** Discussion was had on the need to add a privacy policy to our website. Churchill made the motion to utilize the website privacy policy template that was provided by North of Eight Design, seconded by Janisin. Motion carried. (ATTACHED)
9. **Review & Adopt Organizational Recommendations: (ATTACHED)**
  - a. **Vision Statement:** Sacco made a motion to approve WCTA vision statement to be “Through effective outreach and marketing, Washburn County Tourism Association will position Washburn County, Wisconsin as the premier Northwoods destination to visit, live and work.” Seconded by Churchill. Motion carried.
  - b. **Mission Statement:** Sacco made a motion to approve WCTA mission statement to be “To serve as the official tourism promotion and tourism development organization for Washburn County, Wisconsin.” Seconded by McGrath. Motion carried.
  - c. **Objectives:** Sacco made a motion to approve updating the organization objectives to “Section 1: To promote tourism in Washburn County and support related activities and projects. Section 2: To provide a forum for the collection and exchange of ideas and programs on tourism advertising, promotion, and development. Section 3: To collaborate with the Wisconsin Department of Tourism, regional tourism, economic development, and community & government organizations.” Seconded by Churchill. Please note that the objectives are currently stated in the bylaws and that revision of that section of bylaws will not occur until bylaw revisions in the coming months.
  - d. **Management Positions & Job Descriptions:** Discussion was had on the draft versions of the two “director” positions. Michelle shared that this could be forwarded to Executive/Personnel Committee if the board would like to do it that way. Discussion was had that the job description changes would not affect salaries as those have been reviewed at Executive/Personnel Committee. Discussion was also had about reviewing what the board policy is for purchasing limits. Sacco made a motion to accept the language as written and update the job descriptions & titles to reflect the changes, seconded by Magnuson. Motion carried.

- e. **Additional Recommendations:** Churchill made a motion to forward the review of staff duties and board/committee involvement to Executive/Personnel Committee. Seconded by Magnuson. Motion carried. Sacco made a motion to forward the review of WCTA's financial status to Executive/Personnel Committee, seconded by Churchill. Motion carried.
10. **Visitor Center Update:**
- a. **Desk Reconstruction Update:** Kaitlin shared that the desk is scheduled to be finished this week
  - b. **Carpet Quote Decision:** Discussion was had on the status of the carpet in the lobby of the visitor center now that the desk has been removed. Discussion was had on obtaining multiple quotes and the type of carpet tiles that are needed to have per the county building agreement. Churchill made a motion to approve up to \$5,000 to recarpet the lobby and conference room with the guidance of Washburn County Maintenance Department in obtaining additional quotes from other Washburn County flooring companies. Seconded by Magnuson. Motion carried.
  - c. **Attraction Displays:** If anyone would like an update on the displays, please catch Michelle after the meeting.
11. **Tourism Funding Models:**
- a. **Stone Lake Cranberry Festival Contract:** Kaitlin presented the Stone Lake Cranberry Festival Contract to review for 2021. Magnuson made a motion to approve renewal of the contract as written for another one-year trial. Seconded by Churchill. Motion carried. (ATTACHED)
  - b. **Other Funding Options:** Due to time, Michelle asked the board to review other destination marketing organizations to see what their funding models look like for future discussion.
12. **Marketing Update:**
- a. We are working on developing updated brand guidelines based on strategic planning data as it becomes available from the strategic planning.
  - b. We contracted with Turner PR firm through a WI Dept. of Tourism Coop to help in development of our Public Relations kit. We will have new fact sheets and itineraries as well as a press release developed outlining the work of WCTA.
  - c. We are scheduled to change over the website and marketing to our summer theme on March 22<sup>nd</sup>.
  - d. New Hidden Gems series is highlighting top spots in each community now through the beginning of June and includes social media, blog content and itineraries.
  - e. Marketing placements are on track: Parents Magazine, State Point Media Group, Midwest Rider, WATVA, WI Outdoor News, Travel WI Co-ops
  - f. Our Arrivalist Dashboard is live - this is a HUGE tool for us to fine tune our marketing.
  - g. Marketing Samples are available if anyone would like to stay after to see them
  - h. Instagram Summer vs. Winter Poll - went over super well; Polls or interactive Instagram stories are something we will continue to do to keep engagement up to help with analytics
  - i. Upcoming Blogs: Explore Local: Kids Scavenger Hunt, Made in WashCo: Crystal Creek, Best of WashCo series, Top 5 for Each Chamber Community, Spring Hiking Spots
  - j. Photo & Video Library Updates: Birchwood Photo Contest to run in April, I Love Minong, MACC Photo Contest - over 100 entries concluded on Valentines Day, Partnered Photo Shoot w/ Heartwood @ the end of January
  - k. Website Updates: Buttons Style Update in Progress, Meetings & Wedding pages have been updated, Best of WashCo updated with 2021 winners.
13. **Office Update:**
- a. County Chamber's Collaboration Meeting - 5 out of the 6 Washburn County Chamber's attended this virtual meeting, there was a lot of great discussion about what our chambers are needing from us as well as discussion amongst themselves.
  - b. Dan Fern called from North Crossing Foods to give us a heads up about a trail development project that he's working on. It would be for a cross country ski trail located on county property near Deer Lake. Dan has offered to handle all grooming on the project, he just needs assistance with developing the parking lots and gates. He is in contact with Washburn County Forestry, Rails on Trails and will also be contacting WCEDC.
  - c. WIGCOT - virtual attendance, 4 sessions that WCTA Team will be attending on March 16th, April 1st & 20th, and May 6<sup>th</sup>.
14. **Citizen Comment:** None

15. **Possible Future Agenda Items:** Visitor Guide Bids, Bylaw Revisions, Other Funding Options, Executive/Personnel Committee Report
16. Motion to adjourn was made by Magnuson, seconded by Janisin. Motion carried. Meeting adjourned at 9:43 a.m.

**Next Board Meeting Date:**  
**Board Meeting– Tuesday, April 13, 2021**  
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