

**Washburn County Tourism Association**  
**Minutes of Monthly Meeting -- Tuesday, April 10, 8:30 a.m.**  
Washburn County Information Center

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

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

**Others present:** Michelle Martin, Dick Fankhauser

3. Swanson made a motion to approve the current agenda, seconded by Miller. Motion carried.
4. Minutes of the February meeting were circulated. Waggoner moved to approve as presented, seconded by Miller. Motion carried.
5. The Financial reports were circulated for review. Waggoner moved to accept the March financial report and line item transfers as presented, seconded by Swanson. Motion carried. Waggoner moved to accept the April financial report and line item transfers as presented, seconded by Miller. Motion carried.
6. Citizen Comment: None
7. **Visitor Guide Bids:** Discussion was had on the bids that were submitted for the 2019 visitor guide. Miller made a motion to approve the bid from Advance Printing as presented, seconded by Waggoner. Motion carried.
8. **Gift Shop Pricing:** Michelle circulated the pricing that Kaitlin has been working on and gave an update on merchandise ordering. General consensus was that the pricing and items looked great. Planning on soft opening later this week after Kaitlin's return with a larger opening in May once all inventory arrives.
9. **Sport Show Sponsorship Requests:** No requests.
10. **Additional PTO Request-Dana Morlock:** Discussion was had on a request for an additional week of vacation from Dana & Kathy following Michelle's review. Michelle declined a raise and they hoped to offer vacation time in lieu of a raise. Miller made a motion to approve an additional 40 hours of vacation for 2018, seconded by Churchill. Motion carried.
11. **Ventures Internship Request:** Discussion was had on a proposal from Ventures Unlimited for a 90 day, 15 hours per week internship for research/office work. The time would be split between tourism and the Spooner Area Chamber of Commerce. The chamber has approved it. Sacco made a motion to approve the internship request pending discussion with our accountant to be sure we can cover any expense we would incur, seconded by Waggoner. Motion carried.
12. **Deer Advisory Council-Dana Morlock:** Morlock updated on the recent meeting where deer quotas were set. The meeting went well; they are still accepting public input at this time.
13. **Music on Walnut Street-Sue Churchill:** Churchill gave an update on the bids that they had received for installing music on Walnut Street. The project is on hold at this time.
14. **RFD TV Marketing Co-op Funding Request-Dick Fankhauser, Spooner Rodeo:** Dick Fankhauser presented an opportunity to partner on marketing with RFD TV. WCTA would receive two 30-second commercials each time the program runs which will be 6-8 times. WCTA would need to provide the 30-second commercial. Discussion was had on the opportunity. Sacco made a motion to approve the \$1,000 marketing partnership for 2018, seconded by Miller. Motion carried.
15. **Welcome to Washburn County Signs:** Discussion was had on the Public Property meeting. Michelle emailed Kiko to follow up on the possibility of purchasing equipment that Maintenance could have to do the signs. We will also get a quote from T&T Tool and possibly a few others to see what the best option will be.
16. **Marketing Report**
  1. Regional Marketing:
    - i. Namekagon River Update: Spring advertising is nearly all in place; first round of photos completed; video as well, but haven't seen it yet; meeting on Thursday
    - ii. ITBEC: New trail and outdoor guides arrived March 26th
  2. Group Tours
    - i. Kaitlin is attending Circle Wisconsin Marketplace April 8-10th in Lake Geneva
    - ii. Gary Block of Gary Block Tours out of Little Falls, MN reached out asking for details regarding Clover Meadow and Museum of Woodcarving. Will be visiting both in July. 45-50 people. After talking about those he is now including Washburn County as the final stop on a Mystery Tour in June. Doing the train & staying at Heartwood. 55 people

- iii. Kaitlin is getting info to a “corporate retreat” wanting to coming this summer 20 to 30 people (made this contact at Eau Claire Sport Show) - lots of details needed that one place would not be able to accommodate —probably not coming
- 3. Other Marketing
  - i. Sport Show Update: All shows completed; little less books given out than previous years, but good contacts
  - ii. Signed 2 year contract with Discover Wisconsin to have our ATV episode aired on ROKU TV.
  - iii. 2nd Homeowner Mailing - Beginning work in April/Mail date: Prior to Memorial Day

**17. Director’s Report**

- 1. Railroad Park Update: Michelle updated that the group is working on the artist rendering.
- 2. Forestry/Trails Report: Snowmobile trails are closed; ATV open until the 15<sup>th</sup>.
- 3. Office Update:
  - i. 2/21-Spoke with Carmen at World Pay. Fred is no longer with the company. The fee is mandatory for all customers, but since Fred wasn’t up front about the fee, they will credit it back for this year.
  - ii. Non-stock Report has been filed for 2018.
  - iii. Lunch & Learn Schedule: Basics of Marketing done last week; two left
  - iv. Community Leadership Day: April 26th
  - v. Memories on Long Lake Photo contest is launching upon Kathy’s return
  - vi. Request from Stone Lake Co-op & Market for bread delivery; Sue offered to help
  - vii. Website invoices were mailed March 21st - we will plan to downgrade listings around May 1st for those that are unpaid.
- 4. New Owner Meet & Greets: Kaitlin met with Aspen Jay Boutique and Dalen’s Resort in Birchwood.
- 5. WI Dept. of Tourism Update: No report.
- 6. Website Statistics were circulated for February & March. Visitor statistics were circulated for February & March.
- 18. Receipts/Reimbursements: None
- 19. Correspondence: Update from Beth Cunningham (DOT), Thank you from Spooner Middle School, Invitation from WC Forestry for trails meeting, Congratulations on nomination from WCEDC, Request for donation from Spooner Rodeo Parade Block Party, Visitor Guide Bid Letters
- 20. Citizen Comment: Joe McGrath shared that the Minong Flowage Association received a grant from the DNR for studying the potential effects of drawdown to control invasive species.
- 21. Possible Future Agenda Items: Annual Meeting, Welcome Signs, Sport Show Program
- 22. Motion to adjourn was made by Waggoner, seconded by Miller. Motion carried. Meeting adjourned at 9:53 a.m.

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