

Minutes of Monthly Meeting – Tuesday, April 9, 8:30 a.m.

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

1. Meeting was called to order at 8:32 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
Absent			x					x			

Others present: Michelle Martin, Kaitlin Hanson

3. Churchill made a motion to approve agenda as presented, seconded by Burns. Motion carried.
4. Minutes of the February meeting were circulated. Burns moved to approve as presented, seconded by Morlock. Motion carried.
5. The Financial reports for April were circulated for review. Masterjohn moved to accept the financial report and line item transfers as presented, seconded by Sutton-Zanardo. Motion carried.
6. Citizen Comment: None
7. **2020 Visitor Guide Bids:** Michelle shared the bids that were submitted for the 2020 Visitor Guide. Morlock made a motion to go with the bid from Advanced Printing, seconded by Masterjohn. Motion carried.
8. **Deer Advisory Council Update:** Dana updated that at the last Deer Advisory Council a quota was set for the number of tags to be sold. Dana voted against this quota to lower deer tag amount. A public input time is open now until the next upcoming meeting where a final recommendation will be made.
9. **Visitor Center Updates:** There have been changes made to the Visitor Center to enhance our visitors' experience. So far updates have been completed to the kids' corner area, a spinning wheel with trivia & pronunciation is at the front desk, a new banner is up on the front desk, staff is making it a point to wear logo apparel. Coming soon to the visitor center will be a sign on the LED pole that says "Souvenirs", there will be Washburn County videos playing on the TV in the visitor center, new visitor engagement questions, literature rack signage will be updated, new gift shop displays, the green walls will be updated with a fresh coat of blue paint, and Blain Churchill proposed painting a mural on the half wall behind the front desk for a cost of \$750. Masterjohn made a motion to accept Blain's mural bid for \$750, seconded by Sacco. Motion carried.
10. **North Lawn Project:** Kaitlin & Michelle presented plans for purchasing & installing a 10 foot state of WI. The project could cost up to \$7,177 which includes the price of the state, lighting, and concrete slab for the state to be secured to. Sacco made a motion to table until a future meeting, recommending staff bring back a rendering and consider other funding sources to supplement the purchase, seconded by Masterjohn. Motion carried.
11. **Gift Shop Update:** Kaitlin passed around some of the new items that came in with the last order of souvenir items from LIPCO. Two rolling baskets and a display rack were purchased from Shopko for \$63.30. Looking at getting box style displays built for the gift shop area, it would cost about \$288 for the materials needed to build. There will be a new shirt order being placed, as well as more consignment items coming soon.
12. **Board Recruitment:** Michelle shared that Joe, Kathy, and Dana's terms will be expiring in May. Due to the bylaw change, the board could consider moving all current three year terms to four year terms. There will need to be some staggering done to ensure that no more than 25% of the board terms will expire each year. Sherry and Liza can also choose to run for full terms starting in May, as they were both filling a partial term.
13. **License & Gaming Policy Follow Up:** Michelle shared an email from Mary Ann Swan.
14. **Sawyer & Adjoining Counties Bike Map Proposal:** Morlock made a motion to approve putting \$100 towards to cost of the new bike map, seconded by Sutton-Zanardo. Motion carried.
15. **Broadband Update:** Michelle spoke with Tom Braml regarding broadband; he confirmed the update that was given by Will. Tom will try to make it to the May board meeting or call in to give a more detailed updated.
16. **Marketing Report**
 - a. Regional Marketing:
 - Northwest Wisconsin ITBEC is undergoing major updates and transitioning to utilizing Google Drive.
 - Namekagon Grant Wrap Up should be submitted next Monday.
 - b. Group Tours:
 - A large mailing will be going out with update marketing materials.
 - c. Donation Request:

- Burns made a motion to approve \$200 to WI Canoe Heritage Museum for Canoeecopia, \$100 to WI Canoe Heritage Museum for Driftless Sports Convergence and \$0 for WI Canoe Heritage Museum at Hayward Musky Festival, seconded by Morlock. Motion carried.
 - A donation request was also received for a donation to Kessler Benefit, does not meet the required qualifications on the application.
- d. Other Marketing/PR:
- Washburn County Commercial aired on Special Cowboy Moments Episode 197 – Buffalo Bill Cody Stampede
 - Michelle presented the slides from Madden Media with information from the Search Engine Marketing campaign that we are running with them.
 - 2nd Home Owner Mailing sales will start next week with a goal of mailing out before Memorial Day Weekend.
17. **Director's Report**
- a. Railroad Park Update: Kaitlin updated that WITC Architect students would be going to the Roundhouse to take measurements and see the project in person this afternoon. They will create renderings that could be used when the Park Board works with a licensed architect. Railroad Park will be receiving an Arbor Day Tree so there will be a small program for that on April 26th.
- b. Forestry/Trails Report: All Washburn County trails are closed.
- c. Office Update:
- i. Annual Board Meeting Location needs to be chosen. Group decided to meet at Spooner Police Department Community Room.
 - ii. The deadline for applications for the Summer Visitor Information Specialist position is April 15th.
 - iii. Michelle shared Audit Committee Report
 - iv. A large shipment of Visitor Guide was sent to Vector & Ink as well as to visitor centers throughout the state.
 - v. Earl from Arts in Hand came in to discuss concerns over the \$1,000 donation from the Gala. Michelle explained while the revenue of the event was good, there were significant direct expenses and staff expenses to put on the event.
 - vi. Working Remotely Day in Stone Lake at the Whistle Punk went well. Met with Stone Lake Chamber President and John Saunders from the bike group.
 - vii. Michelle and Kaitlin attended the Birchwood Chamber meeting and will be there again for the Birchwood Work Remotely Day coming up on April 30th at the Birchwood Café.
 - viii. Tourism Business of the Year tallying still needs to be done, public voting closes on Friday, April 12th.
- d. New Owner Meet & Greets: None
- e. WI Dept. of Tourism Update: The WCTA Team will be taking a team trip to fulfill the Wisconsin Curiosity Challenge that Secretary Meaney gave to everyone at WiGCOT.
- f. Website Statistics were circulated for March. Visitor statistics for March and the 1st Quarter Report were circulated.
18. Receipts/Reimbursements: None
19. Correspondence: None
20. Citizen Comment: None
21. Possible Future Agenda Items: North Lawn Project, Broadband Update, Annual Meeting
22. Motion to adjourn was made by Tara, seconded by Sue. Motion carried. Meeting adjourned at 10:00 a.m.

**Next Board Meeting Date:
Tuesday, May 14, 2019, 8:30 a.m.
Spooner Police Department Community Room**