

Minutes of Board Meeting – Washburn County Tourism Association
Tuesday, April 13, 2021 8:30 a.m.
Washburn County Visitor Center | 122 N. River Street | Spooner, WI 54801

1. Meeting was called to order at 8:34 a.m. by Colene Vivian.
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			
Absent	X			X			X				

Others present: Michelle Martin, Kaitlin Hanson, Julie Fox

3. Sacco made a motion to approve agenda as presented, seconded by Janisin. Motion carried.
4. Minutes of the March meeting were circulated. McGrath moved to approve as presented, seconded by Churchill. Motion carried. Minutes for Executive/Personnel Committee will be reviewed during Executive Committee Report.
5. The Financial reports were circulated for review. Janisin moved to receive the financial reports for April as presented, seconded by McGrath. Motion carried. One line item transfer is requested but will be reviewed during the Executive Committee Report
6. Citizen Comment: None
7. Correspondence: Thank you card from the Masterjohn Family, Thank You from Phil Sylla, Letter from the Office of the Sheriff, LSC Communications Notification Letter
8. **Executive Committee Report:** McGrath made a motion to approve the minutes from the March 31st Executive/Personnel Committee Meeting, seconded by Vivian. Motion carried.
 - a. **Action Taken:** Michelle re-capped the Executive Committee Meeting actions. Churchill made a motion to approve a line item transfer for \$6,445 from 720-Specialty Advertising to 601-Payroll to increase visitor center staffing to support basic marketing functions such as social media content creation, blog writing, website databases, etc., seconded by Janisin. Motion carried. Sacco made a motion to update both management job descriptions to remove “High School Education”, seconded by Churchill. Motion carried. Churchill made a motion to update both management job descriptions to better reflect the Abilities Required and to clean up the lifting requirements to read “Must be able to lift up to 50 pounds”, seconded by Janisin. Motion carried.
 - b. **Assistant Director Title Change:** Michelle shared the proposed title change for the Assistant Director position. Sacco made a motion to rename the Assistant Director position the “Visitor Experience & Outreach Director”, seconded by Churchill. Motion carried.
 - c. **Review of Front Desk Job Description & Title:** Kaitlin presented the proposed job description update for the Visitor Information Specialist position and proposed title change. Janisin made a motion to approve the new job description and title of “Visitor Experience Representative”, seconded by Sacco. Motion carried.
9. **By-Law Revisions Draft:** A draft of the bylaw revisions was reviewed based on the mission and vision approvals at the previous meeting. Other changes were discussed such as adding a section regarding board member virtual attendance, removing reference to “facsimile”, and adding a line about board meetings being open to the public. Michelle will revise and bring to the annual meeting in May for review.
10. **WCTA Purchasing Policy:** The board reviewed a rough draft of the purchasing policy. Discussion was had on purchasing power. The board recommended changing the dollar amounts on the first two categories to “Orders under \$2,000” and “Orders between \$2,000 and \$20,000”. The board also recommended removing the word “informal” in reference to the quotes, as well as changing “can” to “may” on the ability of executive committee to call a special meeting in regard to time sensitive purchases. The board also recommended removing the word “generally” in the “Awards” section and adding a line that preference will be given to WCTA members and resident businesses. Michelle

advised that the document should be sent to legal counsel for review. McGrath made a motion to table the purchasing policy and send it to legal counsel, seconded by Churchill. Motion carried.

11. **2022 Visitor Guide Bid Letter:** Michelle shared a draft of the 2022 Visitor Guide bid letter. McGrath made a motion to approve sending the letter as presented, seconded by Churchill. Motion carried.
12. **Photo & Video Asset Requests:** Michelle shared that we are beginning to receive more requests from businesses and organizations requesting to utilize our photo and video assets. Due to the amount of request, WCTA staff is requesting that the board set a policy to be followed for such requests. Feedback was given on things to be considered when drafting the policy. The board asked Michelle to research and bring back a draft to the next meeting.
13. **Social Media Influencer Program & Contract:** Kaitlin shared the news that we have our first official influencer visit set up with Girl of 10,000 Lakes in June. She recommended that we put a Social Media Influencer Contract into place to be utilized any time we contract with an influencer. Kaitlin shared a rough draft. The board asked Kaitlin to forward the contract to legal counsel for review.
14. **Brand Guidelines Draft:** Michelle and Kaitlin have been working on a Brand Guidelines document to be utilized for staff and any time we are working with influencers, travel writers, etc. Due to time, this will be reviewed at an upcoming meeting.
15. **Visitor Center Update:** Kaitlin shared an update regarding the visitor center renovation. New carpeting has been installed in the lobby and conference room, main lobby walls have been painted, the new desk is complete, and the Tribute to the Lakes display is set to be finished by early May. Partners on the Tribute to the Lakes include Antique Adventures, Madeline Roberts (UW-Extension), DNR Staff, Fish Hatchery Staff, as well as Washburn County Lakes & Rivers Association and Lisa Burns (Conservation Coordinator/Washburn County).
16. **Marketing Update:**
 - a. **Public Relations:** Michelle shared some articles that Washburn County was mentioned in as well as a report from State Point Media on our recent article placements. Hilary Burg from Travel Wisconsin will be coming in late April to do research for an upcoming article on TravelWisconsin.com. Michelle was recently a guest on WPR's "The West Side" along with Benny from Visit Eau Claire; this was the third time in the past year that Dean invited her on the show. It was his final show before retiring.
 - b. New Highway Maps have arrived – we will need volunteers to assist with delivery
 - c. New PR Fact Sheets from Turner are complete and will be posted on the Media page soon
 - d. Summer marketing placements are nearly complete
 - e. Upcoming Blogs: Made in WashCo – Crystal Creek, Hidden Gems – Minong, Selfie Spots & Photo Opps, Explore Local – 2021 Health Challenge
 - f. **Website Updates:** Summer theme has been in place since mid-March, Updates to the Attractions Intro are complete as well as linking photos, as well as updates to the button styles.
 - g. Kaitlin shared the visitor center statistics; Michelle shared the website statistics
17. **Office Update:**
 - a. **Business Updates:** Kaitlin shared updates on Duffy's, Dreamcatcher Stables, Inn Town Motel, and Brickyard Pottery. There are currently 7+ businesses to set up meet & greets with. Kaitlin will be sending out an email to the full board to see who would like to participate in an outreach committee to assist with business visits.
 - b. Kaitlin reported that the team will be participating in the Plogging for Hunt Hill event as a team builder.
 - c. A new fairy door has been purchased and will soon be turned into a fairy door/geocache in front of the visitor center
 - d. Michelle & Kaitlin met with the Rails on Trails Board and Mike from Forestry to discuss partnership opportunities
 - e. Minong will be launching a new brochure to promote their community; WCTA helped with sample content
 - f. Spooner Middle School will be coming out for Service Learning Day to help with outside cleanup on April 30th
18. **Citizen Comment:** Sue reported a new coffee shop coming to town as well as some new development happening in the downtown area.
19. **Possible Future Agenda Items:** By-Law Revisions Draft, WCTA Purchasing Policy, Social Media Influencer Program & Contract, Brand Guidelines Draft, Annual Meeting
20. Motion to adjourn was made by Janisin, seconded by Churchill. Motion carried. Meeting adjourned at 10:16 a.m.

Next Board Meeting Date:

Board Meeting– Tuesday, May 11, 2021

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