

**Minutes of Annual Meeting – Tuesday, May 14, 8:30 a.m.**

Spoooner Police Station Community Room

221 Elm Street | Spooner, WI 54801

1. Meeting was called to order at 8:34 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             | x          |              |               | x                     | x           | x                |
| Absent  |              | x            | x             | x           |               |            | x            | x             |                       |             |                  |

**Others present:** Michelle Martin, Kaitlin Hanson, Addie Erdmann

3. Masterjohn made a motion to approve agenda as presented, seconded by Churchill. Motion carried.
4. Citizen Comment: None
5. **Review WCTA Bylaws:** No revisions
6. **Thank you to Outgoing Board Members:** Board thanked Kathy Martin for her many years serving on the WCTA board. A Washburn County jacket was presented as a token of the board’s appreciation.
7. **Election of Board Members:** Temple made a motion to extend current board member terms from three to four years with the exception of Kathy Martin, seconded by Burns. Motion carried. Churchill made a motion to appoint Liza Temple to the open Shell Lake seat, and appoint Sherry Sutton-Zanardo to the open Stone Lake seat, seconded by Masterjohn. Motion carried.
8. Motion to adjourn by Masterjohn, seconded by Churchill. Motion carried. Meeting adjourned at 8:42 a.m.

**Minutes of Monthly Meeting – Tuesday, May 14, Immediately following annual meeting**

Spoooner Police Station Community Room

221 Elm Street | Spooner, WI 54801

1. Meeting was called to order at 8:42 a.m. by Past President, 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             | x          |              |               | x                     | x           | x                |
| Absent  |              | x            | x             | x           |               |            | x            | x             |                       |             |                  |

**Others present:** Michelle Martin, Kaitlin Hanson, Addie Erdmann

3. **Approve current Agenda:** Masterjohn made a motion to approve the agenda as presented, seconded by Burns. Motion carried.
4. **Minutes of Previous Meeting:** Minutes of the April meeting were circulated. Burns moved to approve as presented, seconded by Masterjohn. Motion carried.
5. **Financial Report & Line Item Transfer:** The financial reports for May 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. **Election of Officers:** Sutton-Zanardo made a motion to nominate Dana Morlock for president, Liza Temple as Vice President, Joe McGrath at Treasurer, and Rene Magnuson at Secretary; seconded by Churchill. Martin called for anyone else interested; no other members came forward. Motion carried.
8. **Broadband Update:** Kathy shared that she will be able to start receiving high speed internet Friday. Tom Braml & a technician will be giving more of an update at the June board meeting.

9. **2020 Visitor Guide Cover:** Discussion was had that the designer of the 2020 Visitor Guide would have multiple photos to choose from to design a variety of covers. Board was in favor of letting the public vote for which cover they would like to see used for the 2020 Visitor Guide Cover.
10. **Project Fund Review:** Discussion was had about the current project funds status. Allocated project funds include Welcome to Washburn County Signs (\$5,000), Washburn County Sign Replacement at Visitor Center (\$1,500), Satellite Information Kiosks (\$5,000), LED Sign Repair (\$5,500). The ending balance for 2018 was \$102,619.83; after deducting the amount for designated project funds (\$17,000) that would leave a checking balance of \$85,619.83.
11. **North Lawn Project:** Michelle presented a rendering of what the north lawn project will look like after landscaping. Spooner Area Chamber of Commerce and the Spooner Rodeo have both committed to donating \$2,000 towards the project. Churchill made a motion that tourism fund the rest of the project, seconded by Sutton-Zanardo. Masterjohn suggested reaching out to the banks for donations as well. Motion carried.
12. **Visitor Center Staffing:** Kaitlin shared that the Summer Visitor Information Specialist has been filled – her first official day will be during the third week of June. Discussion was had whether to keep the visitor center staffed for the four hours on Sunday. The Sunday numbers from 2018 were discussed. Churchill made a motion to discontinue staffing the Visitor Center for Sunday hours, seconded by Masterjohn. Motion carried.
13. **Economic Impact #'s:** Michelle shared the economic impact numbers for 2018.
14. **Strategic Planning/Partnerships:** Michelle shared potential partners for strategic planning for the future of businesses in Washburn County. Potential partners included Washburn County Economic Development Corporation, Washburn County Government, & local chambers – Birchwood, Long Lake, Minong, Shell Lake, Spooner, Stone Lake. The potential initiatives include co-branding: make county branding cohesive across organizations, community pride videos, digital business development training programs, and succession planning for tourism businesses.
15. **Marketing Report**
  - a. Regional Marketing:
    - Northwest Wisconsin ITBEC is making progress on website updates.
    - Namekagon Grant Wrap Up & Final Report will be sent in this afternoon to officially wrap up the project.
  - b. Group Tours:
    - Judy's Leisure Tours is planning a mystery tour to our area in August; they are planning to do the train ride & stay overnight in Spooner. She was looking for other options to do in the area for a morning stop & lunch before heading down to St. Croix Falls.
    - Dave's History Tours will be planning a tour to come in October. They plan to go to Stone Lake Cranberry Festival and were looking for other options that would fit into a historical tour.
  - c. Donation Request:
    - None.
  - d. Other Marketing/PR:
    - Looking for models/family for the Real Family Vacation Video – planning to use the Long Lake & Shell Lake area for filming
    - Michelle presented the Google Ads campaign from Madden Media
    - 2<sup>nd</sup> Home Owner Mailing Update – ad spaces are all sold out, content was sent to Nancy & currently waiting for a proof. Estimated to be mailed out by Memorial Weekend.
16. **Director's Report**
  - a. Railroad Park Update: Kaitlin updated that most of the Railroad Park Board was able to go down to WITC in Rice Lake for the students to present their rendering that they created. Photos from the Arbor Day Tree Planting ceremony were presented. The next meeting will be at the end of the month.
  - b. Forestry/Trails Report: ATV Trails are still closed at this time. Forestry was out checking trails and there are spots that are still very soft. WI Great Northern Railroad is proposing switching the track from Spooner to Trego to the opposite side of the trail; Forestry will be helping with material pending a long-term trail agreement between DOT and DNR. The bike trails have mostly dried out and are now open. Tourism team is planning a photo shoot at some of the forestry campgrounds this summer – Dugan Run, Sawmill Park, & Totogatic.
  - c. Office Update:
    - i. Visitor Center Updates that have recently happened are a new a-frame sign for out near the road, the mural is underway, blue wall painting is underway, new gift shops items have come in. We are still working on visitor engagement questions, literature rack sign updates, & TV programming.
    - ii. Update on the Museum of Woodcarving: The attorney is working on auction; Michelle reached out to the Wisconsin Arts Board to see if there would be any assistance to save the museum.
    - iii. Birchwood Work Remotely Day: met with Loretta from Greener's Budget Lumber and created a business listing for her & talked about Birchwood events and the new event submission process; Betsy from Birchwood Cafe made updates to her listings, paid for an enhanced listing & dining listing for 2020 visitor guide; Steve from Big Chetac made updates to his business listing, talked about what the Birchwood Chamber is up to & asked about Lodging Availability; Darren from Bay Vue Resort & Birchwood Chamber President updated us about the changes happening at the resort.
    - iv. Gift Shop Update – the sales goal of \$1,000 for the year is almost half way to being completed. Kaitlin shared the April sales report which stated there were net sales of \$219.04

- v. Researching the possibility of moving WCTA educational seminars to an online format in conjunction with WCEDC. It would include podcasts, video, and blogs. Currently researching about podcasting and video technology that would be required to make this happen.
  - vi. Zenith Conference – Michelle attended a great presentation by Dan from Glensheen Mansion; she reached out and asked him if he would be interested in talking some of the museums volunteers from our area.
  - vii. 2019/2020 marketing options and new business packets will be done in the next week
  - viii. Washburn County sign for the Visitor Center is being painted; hoping to have it installed soon
  - ix. Kaitlin reached out to Frank at Highway Dept. regarding the Welcome to Washburn County Signs; waiting to hear back as to when the sign can be installed. It is currently still stored at the highway dept. building.
  - x. A new business registration has been implemented using Google Forms
  - xi. Kaitlin Graduated from Leadership Washburn County!
  - d. New Owner Meet & Greets: Michelle spoke with multiple vacation rentals about possible listings. Bass Lake Inn has sold – will be reopening as “The Still Bar & Grill”; owners are Terry & Amy Blaschko. The Whistle Punk in Stone Lake is expanding. Grand re-opening is scheduled for May 23<sup>rd</sup>. Tall Timbers Resort reached out about advertising. Dinner Bell will be reopening as Jessie’s Diner.
  - e. WI Dept. of Tourism Update: Michelle & Kaitlin had dinner with Julie, Alyssa and Hillary all from the Dept. of Tourism.
  - f. Website Statistics were circulated for April. Visitor statistics for April were circulated.
17. **Receipts/Reimbursements:** None.
18. **Correspondence:** Email sent to WI Arts Board; Press Release about 2018 Washburn County Economic Impact numbers; Letter from Michelle regarding a new campground in the Town of Casey; Letter regarding 2020 Visitor Guide Bid
19. **Citizen Comment:** Addie from the Spooner Area Chamber of Commerce said Michelle & Kaitlin are doing a great job and continue to show great growth in their positions.
20. **Possible Future Agenda Items:** Broadband Update, Sport Shows
21. Motion to adjourn was made by Masterjohn, seconded by Churchill. Motion carried. Meeting adjourned at 9:49 a.m.

**Next Board Meeting Date:  
Tuesday, June 11, 2019, 8:30 a.m.  
Spooner Police Station Community Room**