

**Washburn County Tourism Association**  
**Minutes of Annual Meeting -- Tuesday, May 8, 8:30 a.m.**  
Washburn County Information Center

1. Meeting was called to order at 8:30 a.m. by Kathy Martin.
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	x	x		x	x		x	x	x
Absent				x			x			

**Others present:** Michelle Martin, Kaitlin Hanson, Nikki Janisin

3. Morlock made a motion to approve the current agenda, seconded by Waggoner. Motion carried.
4. Citizens Comments: None
5. Review WCTA Bylaws: Miller made a motion to accept current bylaws with no change, seconded by Morlock. Motion carried.
6. Board thanked Ann Miller and Charlie Swanson for their many years serving on the WCTA board. Washburn County jackets were presented as a token of the board's appreciation.
7. Election of Board Members: Sacco moving address of record to his work address in Spooner; Morlock made a motion to appoint Nikki Janisin to the open Birchwood Area seat, seconded by Sacco. Motion carried.
8. Motion to adjourn by Waggoner, seconded by Swanson. Motion carried. Meeting adjourned at 8:39 a.m.

**Washburn County Tourism Association**  
**Minutes of Monthly Meeting -- Tuesday, May 8, Immediately following annual meeting**  
Washburn County Information Center

1. Meeting was called to order at 8:40 a.m. by Kathy Martin.
2. Roll Call:

	Kathy Martin	Dana Morlock	Rene Magnuson	Joe McGrath	Steve Waggoner	Sue Churchill	Tara Burns	Victor Sacco	Nikki Janisin	
Present	x	x	x	x	x	x		x	Until 9 a.m.	
Absent							x			

**Others present:** Michelle Martin, Kaitlin Hanson, Ann Miller, Charlie Swanson

3. Waggoner made a motion to approve the current agenda, seconded by Sue. Motion carried.
4. Minutes of the April meeting were circulated. Waggoner moved to approve as presented, seconded by Morlock. Motion carried.
5. The Financial reports were circulated for review. Churchill moved to accept the May financial report and line item transfers as presented, seconded by Waggoner. Motion carried.
6. Citizen Comment: None
7. **Discussion of Meeting Date/Times:** No change at this time.
8. **2017 Economic Impact #'s:** Michelle shared a draft version of the Economic Impact Fact sheet for 2017. Our numbers are up for the 8<sup>th</sup> year in a row! Churchill asked what we could do to share this information. Ideas included attending area chamber meetings to share the news, social media posts, and LED sign or banner. Michelle & Kaitlin will work on this.
9. **Visitor Guide Project:** The draft of the 2019 Visitor Guide Contract with other advertising & partnership options was reviewed. Discussion was had on membership dues. This will be placed on the next agenda to determine if we should assign a separate membership fee. Discussion was had on separating the document into two, but mailing together. If anyone has changes for consideration, please get them to Michelle prior to the June meeting. She will have a draft ready to go so that once membership is discussed and the contracts approved, the team can get the letters in the mail within 24 hours.

10. **2<sup>nd</sup> Homeowner Mailing:** The mailing is projected to go out around Memorial Day and will be sent to 3,214 2<sup>nd</sup> Homeowner's in Washburn County. We will have 10 advertising spots; reaching out to those that advertised before first. We are working with White Birch to get a quote and move forward with the project right away.
11. **Gift Shop Update:** Kaitlin updated on gift shop inventory and issues with the current credit card company when it comes to swiping cards. Three options were discussed, including what it would take to stick with the current vendor. Sacco made a motion to cancel with current vendor and switch to a Square set up, seconded by Churchill. Motion carried.
12. **Sport Show Program:** Michelle shared options for how to proceed with sport shows. Option A would remain the same with WCTA paying for booth fee and all expenses; Option B would be a Partial Business Partnership with WCTA paying booth fee and the volunteer business paying travel; Option C would be a Full Business Partnership with WCTA paying ½ of the booth fee and the volunteer business paying the other half and all travel. Discussion was had on the value of attending shows. Churchill made a motion to commit to attending Eau Claire, Minneapolis and La Crosse with Option A or B if we can find a good fit and the Rochester show with Option B, seconded by Waggoner. Motion carried.
13. **Future WCTA Event:** Kaitlin gave a proposal on a WCTA event. General concept was discussed and dates were discussed. General consensus was to move forward with pre-event planning and bring proposal to the June meeting. A planning committee may be formed if needed.
14. **Rustic Road Project:** Kaitlin proposed adding 1-2 rustic roads in Washburn County. The process includes town and county board approval and petitions. General consensus was to move forward with the project.
15. **Welcome to Washburn County Signs:** Kaitlin shared the updated conceptual design. One quote has been received so far; waiting on two others.
16. **Marketing Report**
  - a. Regional Marketing:
    - i. Namekagon River Update: Lots of May marketing out: Billboards, E-blast, Online, Travel WI Co-ops, Native Advertising; Working on blog later this week
    - ii. ITBEC: New ATV Video to launch soon (partnered with Washburn, Bayfield & Sawyer Counties for footage)
  - b. Group Tours
    - i. Kaitlin attended the Circle Wisconsin Marketplace in Lake Geneva; went well
    - ii. We have a Meet & Greet scheduled with Valley Tours on May 14<sup>th</sup> - 2 buses.
    - iii. Kaitlin is working with the Bike Northwoods Tour group
  - c. Other Marketing
    - i. Google AdWords ATV Campaign is out and doing well
    - ii. We are behind on blogs - will have at least two new ones up yet in May
      1. Kaitlin wrote Family Summer Fun blog to be posted on 5/11/18
      2. Kaitlin is working with our youth blogger in Shell Lake; waiting to hear back on Birchwood's blogger; no contact from other schools yet.
    - iii. Summer marketing is almost all out there - digital billboards and reveal banners are running this month among other things.
17. **Director's Report**
  - a. Railroad Park Update: Michelle updated that the group is working on logo/branding and artist rendering.
  - b. Forestry/Trails Report: ATV trails are closed including the Wild Rivers State Trail due to "Very High" fire danger
  - c. Office Update:
    - i. In your packet is the WCTA Conflict of Interest policy. Please review prior to next meeting. We will place this item on the next agenda.
    - ii. Spoke with Randy from Advance Printing; meeting in the next week or two to discuss project in greater detail. They are working with us to move dates ahead to accommodate for Michelle's maternity leave.
    - iii. Annette Heino will be interning on some research based projects for us and the Spooner Chamber starting approximately May 21<sup>st</sup>.
    - iv. Requests for presentations: Arts in Hand board meeting; Birchwood Bobcats meeting
    - v. Audit committee will be set up yet this month; Joe McGrath, Tom Mackie, and Mark Schultz will be contacted to help.
    - vi. Wayside has been stocked for the first time this year; looks great.
    - vii. There are 11 ½ boxes of highway maps left. We will need to do a winter print.
    - viii. The Long Lake photo contest has launched - close to 35 entries already.
    - ix. We are transferring the fulfillment of Northwest Wisconsin literature to Ashland for ITBEC.
    - x. Lunch & Learn series went well. We had lower attendance the first session, but had full sessions the following two. Thank you to Sue and The Dock for the lunches.
    - xi. Michelle will be transitioning back to Marketing Days on Fridays from home; if you need to reach her, call her cell phone.
    - xii. We will need to discuss credit limits for Kaitlin's credit card at the next meeting due to travel and gift shop ordering.

- xiii. We will be talking to John Lawson (via the City of Spooner) to redo sidewalks and put in barriers for LED sign.
  - xiv. Spooner School and Spooner Garden Club came and did yard and recycling clean-up at the visitor center.
  - d. New Owner Meet & Greets: Kaitlin will be setting up a meeting with Prop's prior to the next Long Lake chamber meeting.
  - e. WI Dept. of Tourism Update: Economic Impact #'s are out.
  - f. Website & Visitor Statistics were circulated for April.
- 18. Receipts/Reimbursements: None
  - 19. Correspondence: None
  - 20. Citizen Comment: None
  - 21. Possible Future Agenda Items: Membership Structure, Conflict of Interest Policy, Credit Card Limits, Welcome to Washburn County Signs
  - 22. Motion to adjourn was made by Waggoner, seconded by Churchill. Motion carried. Meeting adjourned at 10:00 a.m.

**Next Board Meeting Date:  
Tuesday, June 12, 2018, 8:30 a.m.  
Washburn County Information Center Meeting Room**