

Minutes of Annual Meeting – Tuesday, June 11, 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 Dana Morlock.
2. Roll Call:

	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
Absent					x			x	x	

Others present: Michelle Martin, Kaitlin Hanson, Monty Parker, Tom Braml

3. Masterjohn made a motion to approve agenda as presented, seconded by Churchill. Motion carried.
4. Minutes of the May meeting were circulated. Churchill made a motion to approve as presented, seconded by Sacco. Motion carried.
5. The financial reports for June were circulated for review. Masterjohn moved to accept the financial report and line item transfers as presented, seconded by Janisin. Motion carried.
6. **Citizen Comment:** Vic Sacco mentioned that there were concerns from the last Spooner Chamber meeting of the similarities between the Gala and Food & Wine Tasting event, recommended that team meet with Ted.
7. **Broadband Update:** Tom Braml and Monty Parker from CenturyLink presented about broadband updates happening throughout Washburn County and answered questions. To find out if one is able to get High Speed Internet services they should visit the CenturyLink website to search their address. More questions can be answered by the Washburn County Tourism Team.
8. **Sport Show Plan - 2020:** Michelle purposed dropping attendance of all sport shows for 2020 with the exception of going to the Eau Claire show in March. Janisin approved dropping all sport shows for 2020 with the exception of Eau Claire, seconded by Masterjohn. Motion carried.
9. **2020 Proposed Budget:** Michelle & Kaitlin presented the budget proposal for 2020. Discussion was had on the percent increase to the county and renegotiating the rodeo contract. Masterjohn made a motion to accept the budget as presented, seconded by Sacco. Motion carried.
10. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC Marketing Committee forwarded a proposal to ITBEC Board (financial arm) to participate in a Discover Wisconsin episode. A new logo for ITBEC is in the works and hoping to have a fresh look to the website completed by late summer.
 - b. Group Tours:
 - Judy Garfield called regarding a women’s group coming to the area in July of 2019; was looking for information regarding the Museum of Woodcarving.
 - c. Donation Request:
 - Connie Salquist sent a request of behalf of Washburn County Area Humane Society for their Fur-Ever Fest on June 29th. Donation request was approved.
 - d. Other Marketing/PR:
 - RFD TV Commercial was aired twice in May.
 - 2nd Homeowner Mailing went out late, but should be mailed out by now.
 - Summer radio commercial is now airing on KOOL 108
 - There was a great response to WI/MN Outdoor News Eblast – Michelle will be signing up for more of these in the future.
 - The team has been working on website updates; roughly 2-3 pages per week are getting accomplished. The possibility of moving the blog component out of the Magnifisites news area and incorporating it into Blogger is being looked at with the help of Emily Gall from North of 8 Marketing and Design.
 - The team will be working on new leisure itineraries for use online and at the visitor center with the themes of having a couple hours, ½ day, full day, etc.
 - The Working Remotely Day for June is scheduled for tomorrow at The Dock Coffee in Spooner. Planning to meet with Terri Reiter from Railroad Park and interview the Churchill family for their behind the scenes blog.
 - The Visitor Center Training Program is nearly complete – minor work left to do in Module 2.
11. **Director’s Report**

- a. Railroad Park Update: Kaitlin updated that a sub-committee was formed to meet with DBS to construct preliminary drawings to be used for different marketing pieces.
- b. Forestry/Trails Report: The team is working on a major update to the ATV Scenic Tour brochure and will be hitting the trails to come up with new stops.
- c. Office Update:
 - i. The Tax Return is completed and ready for review and to be signed by board president.
 - ii. Shell Lake Work Remotely Day was busy. Met with Tara from the Arts Center and got a blog out for their upcoming camps and happenings coming up this summer. Whitney from IDA/EDC came by for lunch. Also, met with Andy & Mitch from City of Shell Lake and talked in depth about the new Shell Lake ATV campground that is currently under construction.
 - iii. Welcome Sign Update: The completed sign that was stored at Highway Department started to rust over the winter. John will be picking up the sign & sand blasting it. Kaitlin & Michelle will be getting quotes on powder coating and/or painting the sign.
 - iv. The Vacationer produced by Burnett Co. Sentinel published a lot of incorrect events/dates/locations/etc. Michelle reached out to them but has not heard anything back.
 - v. There is a Museum & Attractions workshop in the planning process that will be happening September 25th, 2019 – partnering with WI Dept. of Tourism to also do a FAM tour.
 - vi. Gift Shop had a net sales amount of \$362.23 for the month of May.
 - vii. Landscaping and flowers are done at the visitor center. The front flower box has been repaired with Over Sized Parking signs hung up.
 - viii. There is a new business packet & introduction sheet for new businesses.
 - ix. New marketing & partnership options and VG contracts for 2020 are now available. Mailing of contracts will go out after rodeo with a deadline of September 6th.
 - x. Chopper's Grand Adventure will begin this Friday! Michelle & Debbie will be bringing Chopper out on an ATV ride while they are working on ATV Scenic Tour stops.
- d. New Owner Meet & Greets: Grace Shervey is opening a retail shop in Downtown Shell Lake; Petit's Performance recently opened in Minong (UTV Rentals)
- e. WI Dept. of Tourism Update: Michelle will be heading to Madison next Tuesday for a council meeting.
- f. Website Statistics were circulated for May. Visitor statistics for May were circulated.

12. **Receipts/Reimbursements:** None.

13. **Correspondence:** Thank you email from Gwen Welter; Approval letter for extension on tax return.

14. **Citizen Comment:** Kaitlin thanked Michelle for her ten years of service to Washburn County as of May 27th.

15. **Possible Future Agenda Items:** None.

16. Motion to adjourn was made by Churchill, seconded by Sacco. Motion carried. Meeting adjourned at 10:33 a.m.

**Next Board Meeting Date:
Tuesday, August 13, 2019
TBD**