

Washburn County Tourism Association
Minutes of Executive/Personnel Committee Meeting -- Tuesday, June 12, 2018, 8:00 a.m.
Washburn County Information Center

Meeting cancelled due to lack of quorum

Washburn County Tourism Association
Minutes of Monthly Meeting -- Tuesday, June 12, 2018, 8:30 a.m.
Washburn County Information Center

1. Meeting was called to order at 8:35 a.m. by Kathy Martin.
2. Roll Call:

	Kathy Martin	Dana Morlock	Rene Magnuson	Joe McGrath	Sue Churchill	Tara Burns	Victor Sacco	Nikki Janisin	
Present	x		Via telephone		x		x	x	
Absent		x		x		x			

Others present: Michelle Martin, Kaitlin Hanson

3. Churchill made a motion to approve the current agenda, seconded by Janisin. Motion carried.
4. Minutes of the May meeting were circulated. Sacco moved to approve with the correction to Janisin's attendance, seconded by Churchill. Motion carried.
5. The Financial reports were circulated for review. Janisin moved to accept the June financial report and line item transfers as presented, seconded by Churchill. Motion carried.
6. Citizen Comment: None
7. **Steve Waggoner Dedication:** Martin asked to observe a moment of silence in memory of late board member, Steve Waggoner. Discussion was had on memorial dedications. Churchill made a motion to purchase a plaque to honor active board members and staff who have passed away, seconded by Janisin. Motion carried.
8. **Officer Elections:** Martin called for any volunteers from the floor for officer positions. Hearing none, Sacco made a motion to re-elect the current slate of officers (President: Martin, Vice President: Morlock, Secretary: Magnuson, Treasurer: McGrath), seconded by Churchill. Motion carried.
9. **2019 Budget:** Michelle presented the initial draft of the 2019 budget. There are several changes for 2019, so she asked everyone to review carefully and let her know if there are any questions. Final budget approval will need to be done at the July 10th board meeting so we can submit the budget to the county on time.
10. **WCTA Memberships:** Discussion was had on how to handle WCTA memberships. According to the attorney that assisted with the bylaws, we have to have a formal opt-in for membership. Sacco made a motion to approve a Resident Business Membership at \$50/year, Resident Individual Membership at \$25/year, Non-Resident Business Membership at \$100/year, and Non-Resident Individual Membership at \$50/year, seconded by Churchill. Motion carried.
11. **Credit Card Limit:** Kaitlin's current credit card limit is at \$500. With her handling literature shipping, Michelle recommended increasing the limit to \$1,000 to avoid "over limit" charges in the future. Churchill made a motion to adjust Kaitlin's credit card limit to \$1,000, seconded by Janisin. Motion carried.
12. **Conflict of Interest Policy:** Michelle shared the Conflict of Interest Policy previously adopted by the board and reminded all board members to be sure to review and disclose any potential Conflict of Interest.
13. **Gift Shop Update:** The gift shop is officially up and running. Northwest WI apparel and blankets are in; Washburn County logo'd shirt should be in by the end of the day today. The floating bobber keychains seem to be the biggest seller. Kaitlin gave an update on the initial inventory ordering. We have roughly \$1,000 left to purchase inventory and are looking at a kids' coloring book, wine glass, waterbottles, coasters, wood Wisconsin magnets, WIS-CON-SIN shirts, etc. The new Square system is working great.
14. **Welcome to Washburn County Sign Update:** Kaitlin shared the two quotes that were received. Discussion was had on the specifics of each of the quotes. Sacco asked Kaitlin to have the two who submitted quotes attend the next meeting and prior to that, narrow down the specifics on the quotes to be sure they're quoting to the same specifications.
15. **Marketing Report**
 - a. Regional Marketing:
 - i. Namekagon River Update: The group has done a couple of spring photo shoots with paddling & camping shots - 15 second video to come. Information requests have been through the roof.
 - ii. ITBEC: We have transferred the fulfillment of the Northwest Wisconsin literature to Ashland County.
 - b. Group Tours

- i. Maria from Museum of Woodcarving was delayed in coming back this year, but is back now.
- ii. Kaitlin met two groups on May 14th; followed up - they are planning to bring a group to Cranberry Fest as well
- iii. A tour of 40 (ish) came to the Shell Lake area on May 23rd - were planning on doing Museum of Woodcarving, but were able to fill in with something else.
- iv. Kaitlin is helping a tour make arrangements for two nights in Washburn County in August 2019.
- v. Advertising with a ½ page ad in St. Croix River Valley guide.
- c. Other Marketing
 - i. 2nd Homeowner campaign went out and looks great
 - ii. Michelle contracted with Vector & Ink for guide distribution on I-94

16. Director's Report

- a. Railroad Park Update: The group is working on logo/branding and artist rendering. Michelle will likely be switching to an ex-official member if someone from Washburn County EDC is available to serve on the board as the group is switching gears to development. Once the park is developed and is more focused on programming and marketing, we may consider serving on the board again.
- b. Forestry/Trails Report: ATV trails are open and there are lots of ATV's out there; Received a map from David Martin this morning, Michelle will check in on the College Street Park GPS map to see if progress has been made.
- c. Office Update:
 - i. Michelle shared the Audit Committee Report (ATTACHED)
 - ii. We have had some personnel changes; we are hiring for a P/T Summer team member and will plan to hire for a permanent P/T team member and have them in place in mid-August.
 - iii. Walk with Walker event is scheduled for Wednesday, June 20th at the Trego Nature Trail. That event is open to the public. All board members have been invited to a lunch after as well.
 - iv. Summer hours have started; open Sundays 10-2
 - v. Annette is working on organizing our photo library; she just finished the Washburn County Historical Tour- Kaitlin to proof
 - vi. Kaitlin attended the June 6th marketing meeting with Arts in Hand Gallery to present some marketing options to take advantage of through WCTA - blog submissions, calendar of events, enhanced listings
 - vii. Junior blogger articles from both Shell Lake and Birchwood have come in
 - viii. Long Lake photo contest ended Memorial Day. There were 50 photos entered in the contest; judging will be next Tuesday; Addie is working with us on getting the Spooner Chamber's photo contest up and running as well. More information to come.
- d. New Owner Meet & Greets: Kaitlin met with the new owners at Prop's. We have a substantial list of new business owners to meet with. Likely we will schedule visits for July after rodeo is done.
- e. WI Dept. of Tourism Update: Reminder of the Walk with Walker event on June 20th.
- f. Website & Visitor Statistics were circulated for May.

17. Receipts/Reimbursements: None

18. Correspondence: None

19. Citizen Comment: None

20. Possible Future Agenda Items: Welcome to Washburn County Signs, Budget Approval, Mid-Term Vacancies

21. Motion to adjourn was made by Janisin, seconded by Churchill. Motion carried. Meeting adjourned at 10:12 a.m.

**Next Board Meeting Date:
Tuesday, July 10, 2018, 8:30 a.m.
Washburn County Information Center Meeting Room**