

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

1. Meeting was called to order at 8:33 a.m. by Colene Vivian.
2. Roll Call:

	Robin Berlin	Sue Churchill	Steve Janetski	Nikki Janisin	Cristina Masterjohn	Joe McGrath	Sharon Paine	Victor Sacco	Colene Vivian		
Present		X	X	X		X	X	X	X		
Absent	X				X						

Others present: Michelle Martin, Kaitlin Hanson

3. McGrath made a motion to approve the agenda with the update of moving #8 to below #10, seconded by Churchill. Motion carried.
4. Minutes of the May meeting and annual meeting were circulated. Sacco moved to approve as presented, seconded by Janisin. Motion carried.
5. The Financial reports were circulated for review. McGrath moved to receive the financial reports for June as presented, seconded by Churchill. Motion carried.
6. Citizen Comment: None
7. Correspondence: Documentation Request from WI Dept. of Revenue, Change of Vendor Letter from MN USA, Resignation Email from Liza Temple
8. **Simpleview CRM Quote:** Michelle presented a CRM quote from Simpleview and an update that Joe McGrath reached out to Simpleview to discuss pricing on the CMS as well. Simpleview responded with an offer for us to combine the CRM with the CMS. Simpleview offers a great system for streamlining a lot of our processes to make the organization more efficient. Michelle inquired if we would need to put it out for RFP as they have provided a Sole Source Letter. The board did not feel that it would need to go out on RFP as no other system that staff has researched offers what Simpleview does. Michelle will set up a demo for the CRM & CMS for any board members who would like to see it and will also put the CMS on the July agenda for a decision.
9. **2022 Budget:** Michelle presented a rough draft budget with full front desk staffing and the Simpleview CRM built in. The budget is not balanced at this time and shows a deficit of \$24,385. Michelle shared that the team has been stretched too thin and the preliminary budget shows the minimum to get to an adequate staffing level and provide the necessary tools to run the organization properly. Either fundraising will need to be done or expenses will need to be cut to balance the budget.
10. **Finance Committee:** Discussion was had on the deficit for 2022 and ideas were shared to raise funds to cover the deficit. Michelle suggested that the recommendation from Strategic Planning be addressed in developing a Financial Review/Fundraising Committee. Colene called for volunteers. Sharon, Vic, Sue, Joe, and Colene offered to assist. Michelle shared that Julie from Travel Wisconsin had also offered her time. Michelle will follow up with potential dates and get a meeting set.
11. **WCTA Purchasing Policy:** Michelle shared the revised purchasing policy. McGrath made a motion to approve the policy as presented, seconded by Churchill. Motion carried. (ATTACHED)
12. **Photo & Video Asset Request Policy:** Michelle recommended holding off on the photo and video asset request policy until the Simpleview decision is made. They offer an asset request tool that would minimize staff time to pull photos and video assets. This will be added to a future agenda once the CRM program is decided.
13. **Social Media Influencer Contract:** Michelle will be meeting with legal counsel tomorrow to finish the policy. The policy will be presented at the July meeting.
14. **Marketing Update:**
 - a. Public Relations:

- Jenny Anderson, Girl of 10,000 Lakes, will be coming to Totogatic Campground this weekend. Her itinerary consists of fishing the Minong Flowage, swimming at JLAAC, trout fishing ponds among other family friendly activities
 - Travel Wisconsin article has launched and is now live: <https://www.travelwisconsin.com/article/water-activities/vacation-to-1000-lakes-paddle-swim-and-fish-in-washburn-county>
 - Diane's Kitchen - Michelle and Kaitlin will be recording this Wednesday and the episode will air next Tuesday. The focus will be primarily on events and what to do in the area this summer.
 - Midwest Rider article highlighting the ATV Scenic Tour launched last week.
 - Ribbon cutting for the Tribute to the lakes display happened on Wednesday, May 19th. Thank you to Cristina and Sue for attending on behalf of the board.
- b. Marketing: Lots of summer promotion is out there and our lodging properties are filling up quickly. We are beginning fall placements.
 - c. Northwest ITBEC Marketing Committee - The NorthwestWisconsin.com website is being reviewed to update and receive a facelift this summer. The group is asking each county to utilize roughly \$7,500 of ARPA funds for photo and video resource gallery.
 - d. 2nd Homeowner Mailing went out last week and copies are available to view.
 - e. Blogs
 - Best of WashCo: Music Scene & The Shopping Bag will launch this month
 - Hidden Gems: Spooner, Stone Lake & Shell Lake will be posted over the next few weeks
 - Family Friendly Campgrounds
 - Outdoor Patios for Dining
 - f. Website Updates
 - Home Page received a minor update w/ new Instagram Feed
 - Job Listings Page - underutilized at this point, please let us know if you have jobs to post
 - Mountain Bike Trail Page has been updated
 - g. WCTA Monthly Statistics Report (ATTACHED)
15. **Outreach Update:**
- a. Michelle attended the Long Lake Chamber meeting in May. Kaitlin attended the Spooner BID meeting.
 - b. Michelle and Kaitlin have been monitoring the community groups on Facebook (What's happening in Spooner and Get to Know your Community - Minong). In doing so, they've been sharing resources that tourism offers such as our calendar of events, recreational rentals, and more. Recently they've seen other area residents sharing the website and mentioning the tourism assistance at the visitor center. The local PR is paying off!
 - c. Kaitlin and Michelle met with Brian Danielson from Highway to discuss the highway signage programs in order to better assist businesses and organizations when they're considering new signage. This came up because of issues with the Spooner Veterans' Memorial & Tomb of the Unknown Soldier having a denied application.
 - d. We hosted another Chambers collaboration meeting, there wasn't as much discussion as before so that meeting will likely be a semi-annual meeting.
16. **Operational Update:**
- a. Both seasonal positions at the visitor center have been filled. Leah is fully trained, and Allison begins training tomorrow. Michelle and Kaitlin have been very busy training team members.
 - b. The Audit committee is meeting after the meeting today.
 - c. Gift Shop Ordering - An order for Washburn County sweatshirts has been placed, the order should arrive in the next 3 weeks. Staff reordered the same style of hooded sweatshirts from previous orders and also added crewneck sweatshirts to this order.
 - d. Rodeo ticket sales have been through the roof. The management team has been taking many orders and assisting with fulfillment to keep up. In addition, the team has been working through a lot of "lost ticket" requests due to the 2020 rollover tickets. Rodeo volunteers will be trained on the system as well.
17. **Citizen Comment:** None
18. **Possible Future Agenda Items:** Financial Review/Fundraising Committee Recommendations, Simpleview CMS & CRM Quote, Cell Phone Reimbursements, 2022 Budget, Social Media Influencer Contract
19. Motion to adjourn was made by Churchill, seconded by Sacco. Motion carried. Meeting adjourned at 9:40 a.m.

**Next Board Meeting Date:
Tuesday, July 20, 2021**