

**Washburn County Tourism Association**  
**Minutes of Executive/Personnel Committee Meeting -- Tuesday, July 10, 2018, 8:15 a.m.**  
Washburn County Information Center

1. Meeting was called to order at 8:15 a.m. by Kathy Martin.
2. Roll Call: Joe McGrath, Dana Morlock, Kathy Martin, Michelle Martin (Rene Magnuson-absent)
3. Maternity Leave: McGrath made a motion to approve Michelle's maternity leave, seconded by Morlock. Motion carried.
4. Staffing Update: Michelle reported that we are recruiting for a Permanent Part-Time Tourism Coordinator. Hours will be changing from what we have done in the past to better utilize our front desk staffing budget. We are hoping to have someone in place by Mid-August to have plenty of time for training prior to Michelle's maternity leave.
5. Morlock made a motion to adjourn, seconded by McGrath. Meeting adjourned at 8:25 a.m.

**Washburn County Tourism Association**  
**Minutes of Monthly Meeting -- Tuesday, July 10, 2018, 8:30 a.m.**  
Washburn County Information Center

1. Meeting was called to order at 8:31 a.m. by Kathy Martin. Welcome & Introductions were done.
2. Roll Call:

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

**Others present:** Michelle Martin, Kaitlin Hanson, John Henk

3. McGrath made a motion to approve the current agenda, seconded by Morlock. Motion carried.
4. Minutes of the June meeting were circulated. Sacco moved to approve, seconded by Janisin. Motion carried.
5. The Financial reports were circulated for review. Morlock moved to accept the July financial report and line item transfers as presented, seconded by McGrath. Motion carried.
6. Citizen Comment: John Henk responded to the questions that were submitted to him from the last board meeting in regard to his quote for the Welcome to Washburn County sign(s).
7. **Mid-Term Board Appointments:** Churchill made a motion to table until August, seconded by Sacco. Motion carried.
8. **2019 Budget Approval:** Michelle presented the revised budget for 2019. Sacco made a motion to approve and forward to Washburn County, seconded by Morlock. Motion carried.
9. **Welcome to Washburn County Sign Decision:** Discussion was had on the quotes and responses to the questions from the previous board meeting. Sacco made a motion to approve the quote from Henk's Fabrication for one sign up to \$1,500, seconded by Morlock. Motion carried.
10. **Gift Shop Update:** Kaitlin gave an update on gift shop sales and expenditures.
11. **Proposed Event-January 2019:** Kaitlin reviewed the proposal for the event in January 2019. Martin and Janisin offered to be her advisory committee for planning the event.
12. **Marketing Report**
  - a. Regional Marketing:
    - i. Namekagon River Update: Spring campaign has brought in a total of 346 information requests; Looking towards the fall campaign
    - ii. ITBEC: Meeting on Wednesday, July 18th - working on website updates
  - b. Group Tours
    - i. Dorothy from DL Tours called at the end of June requesting information on the area; trying to plan a mystery tour to our area for the fall
    - ii. Kaitlin is assisting Valley Tours with a tour coming around Cranberry Fest
  - c. Other Marketing
    - i. Commercial for RFD TV is done & airing on more segments than expected
    - ii. Event marketing in Eau Claire market for Summer/Fall is out
    - iii. Several deadlines coming up for Fall Marketing & 2019 Marketing
    - iv. Minong's new guide is out
    - v. Spooner has a new downtown shopping guide put out by one of the businesses downtown
    - vi. We will be setting up an Attraction-based photo shoot to take place in August
    - vii. Midwest Outdoors will be filming with the Wisconsin Great Northern Train Ride in August; did offer us a package for filming a 30 second commercial. Our Photo/Video budget is spent for 2018 with the work we've been doing with James Netz Photography.

13. **Director's Report**

- a. Railroad Park Update: Michelle is resigning from the park board to open up a spot for Joel Zimmerman from WCEDC since the park is in the development stage. Michelle or Kaitlin will still remain involved and will likely go back on the board once the park has reached the marketing stage.
  - b. Forestry/Trails Report: No major report; trails are open. Masterjohn reported that the county now has the Recreation Officer position filled.
  - c. Office Update:
    - i. Walk with Walker was a successful event - as was the lunch/tour afterward and pontoon ride/dinner at Reel Em Inn
    - ii. Rodeo sales are done until October 1st
    - iii. Spooner photo contest is underway - deadline is the Monday after Jack Pine Savage Days
    - iv. Washburn County photo contest will wrap up at the end of August
    - v. Visitor Guide mailing is out along with the Marketing & Partnership options. So far there have been a few questions, but good feedback in streamlining into one time per year rather than multiple sales calls.
    - vi. Travel Information Center Grant application was turned in on June 29th for the July 1st grant deadline
    - vii. Historical driving tour project content is being proofed now; Annette is done with the research end of things and Kaitlin will bring to Nancy at White Birch to come up with a price quote on printing. Goal date: September 1st.
    - viii. Kaitlin and Michelle are attending a Grants webinar with the Wisconsin Department of Tourism on the 18th to learn about the changes to the Meetings Mean Business and Ready Set Go Marketing grants.
  - d. New Owner Meet & Greets: Meet & Greets were on hold with rodeo, but Michelle & Kaitlin have a list of new business owners to meet with in the coming weeks.
  - e. WI Dept. of Tourism Update: We will update on the grant changes once we know more.
  - f. Website & Visitor Statistics will be emailed for June.
14. Receipts/Reimbursements: None
15. Correspondence: Thank you from Mrs. Walker's office, Thank you from Wisconsin Dept. of Tourism
16. Citizen Comment: None
17. Possible Future Agenda Items: Mid-Term Board Appointments, Heartwood Update, Proposed Bylaw Revision
18. Motion to adjourn was made by Janisin, seconded by Masterjohn. Motion carried. Meeting adjourned at 9:45 a.m.

**Next Board Meeting Date:**  
**Tuesday, August 14<sup>th</sup>, 2018, 8:30 a.m.**  
**Washburn County Information Center Meeting Room**