

**Minutes of Monthly Meeting – Washburn County Tourism Association
Tuesday, July 14, 2020 8:30 a.m.
Spooner Police Department Community Room**

1. Meeting was called to order at 8:31 a.m. by Liza Temple.
2. Roll Call:

	Sue Churchill	Nikki Janisin	Rene Magnuson	David Masterjohn	Joe McGrath	Victor Sacco	Sherry Sutton-Zanardo	Liza Temple	Colene Vivian		
Present	X	Via Phone		X	Via Phone	X		X			
Absent			X				X		X		

Others present: Michelle Martin, Kaitlin Hanson

3. Churchill made a motion to approve agenda as presented, seconded by Sacco. Motion carried.
4. Minutes of the June meeting were circulated. McGrath moved to approve as presented, seconded by Churchill. Motion carried.
5. The Financial reports were circulated for review. Sacco moved to receive the financial report as presented, seconded by Janisin. Motion carried.
 - a. **Receipts/Reimbursements** - None
6. Citizen Comment: None
7. **Correspondence:** Email from Chicog township resident regarding new vacation rental ordinance; Email from Spooner township cabin owner recommending the community offer some sort of garbage drop off for weekend cabin goers.
8. **Welcome to Washburn County Signs:** The Highway 63 prototype sign has been installed and huge thank you to Brandon from Perfect Image Sign for installing a backer to make it really pop. It looks great; check it out! Michelle presented bids for future signs from Perfect Image Signs and Woodland Signs due to issues with the previous product. Masterjohn made a motion to approve the bid from Perfect Image Signs, seconded by Sacco. Motion carried.
9. **Building Contract:** Public Property Committee met on July 6th to discuss the building contract. They have approved percentages and dollar amounts for each tenant. WCTA will be at 50% of building use and rent is assessed at \$300 per month to be paid directly into the building account. They will meet again in August to review the final contract with WCTA's recommended change of adding other building tenants as an additional insured.
10. **Approval of 2021 Budget:** The draft 2021 budget was presented. Sacco made a motion to approve the budget as presented, seconded by Masterjohn. Motion carried. (ATTACHED)
11. **Audit Committee Report:** The final report from audit committee was presented. (ATTACHED)
12. **Office Update:**
 - Michelle presented for Lakeland's Group "Relatives as Parents"; great feedback on local activities
 - Kaitlin was on Diane's Kitchen for an interview (3.1K Views)
 - Chicog put in place a new ordinance on vacation rentals; received email from one of the vacation rental operators; more information will be gathered
 - Visitor Center hours have been adjusted to 10 a.m. - 3 p.m.; we will re-evaluate as we see more visitation
 - Solar lights are on the Wisconsin statue AND WORKING!
 - Debbie will be on medical leave beginning July 30th for approximately six weeks; Kiley will be joining us while Debbie is off
 - Rodeo exchanges are scheduled for August 19-21st
 - Records retention has been completed; all old files have been sorted and filed.
 - New visitor guide racks have been placed at Minit Mart (Minong) - 5 boxes; Mobil (Trego) 7 boxes; Cenex (Shell Lake) 5 boxes; Farm Boyz Mercantile (Stone Lake) 8 boxes; Northwoods Country Store (Long Lake area) 5 boxes -- 30 Boxes in 1 Month!
 - Visitor Guide Sales will begin in the next week or two; we are anticipating sales to be down due to covid-19.
 - **Business Outreach:**
 - Kaitlin attended the ribbon cutting of Farm Boyz Mercantile
 - Michelle has reached out to the new team at Shell Lake Arts Center to set up something to meet them
 - Uncle Mike's is for sale; Lincolnwood is for sale; Prop's on Long Lake is for sale; Pine Harbor is still up for sale; Bashaw Valley Farm & Greenhouse is closing the greenhouse portion of their business, but keeping the berry/farm portion
 - Spooner Chamber Director, Addie Erdmann's last day is Friday. If you see her around, please be sure to tell her thank you for her work the past 2 ½ years.
 - **Travel WI Report:**

- WDT shared a recorded webinar with marketing updates. Mostly grass roots and PR efforts were shared; we did not see any ad buys in the near future.
- New business resources were shared from the department and will be sent out to our industry list later today
- **WCEDC Report:** No report

13. **Marketing Report**

a. Marketing & PR Updates

- Sales Promotion Update: We have adjusted the WashCo Outdoor Adventure Sales Promotion (utilizing the grant dollars) to May 1-June 15, 2021. We will be doing a separate “Backyard Escape” sales promotion from August 15-September 30, 2020 to generate traffic to the participating businesses. The target will be roughly 90 miles or less.
- Website URLs – WCTA staff shared that it was brought to their attention that some “local destination” URLs may be available for purchase. Discussion was had on whether it would benefit WCTA and the area to secure those URLs. Masterjohn made a motion to make a starting offer of \$2,500 and go up to a max of \$3,000, seconded by Churchill. Sacco offered to donate to the project if needed.
- Other Marketing
 1. Website: The home page has been completely redesigned utilizing the new grid feature, adding an Instafeed, including our featured businesses and making it easier for visitors to view our visitor guide and order information. The page has already driven a huge amount of traffic to a few of the pages it points to now.
 2. Social Media: Outdoor Photo Challenges have wrapped up; Photo contest push will be out there this week
 3. WashCo Compass Blog: Best of WashCo-Rest Your Head has been posted; Made in WashCo - Mayana Chocolates is in the final proofing stage and will be posted soon
 4. WashCo Compass E-Newsletter went out on Friday
- Visitor Statistics and Website Analytics reports were shared for June.

14. Citizen Comment: None

15. Possible Future Agenda Items: WCEDC Discussion

16. Motion to adjourn was made by Masterjohn, seconded by Sacco. Motion carried. Meeting adjourned at 9:41 a.m.

**Next Board Meeting Date:
Tuesday, August 11, 2020, 8:30 a.m.
Spooner Police Department Community Room**