

Minutes of Board Meeting – Washburn County Tourism Association
Tuesday, July 20, 2021 | 8:30 a.m.
Washburn County Highway Department | 1600 Co. Hwy. H | Spooner, WI 54801

1. Meeting was called to order at 8:32 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	X	X		
Absent											

Others present: Doug Lein, Michelle Martin, Kaitlin Hanson

3. Churchill made a motion to approve the agenda with the update of moving #8 & #9 to after #12, seconded by Janisin. Motion carried.
4. Minutes of the June meeting were circulated. Sacco moved to approve as presented, seconded by Berlin. Motion carried.
5. The Financial reports were circulated for review. Berlin moved to receive the financial reports for July as presented, seconded by Janisin. Motion carried.
6. Citizen Comment: Doug Lein from Jersey’s and the Wisconsin Lumberjacks introduced himself and gave an update.
7. Correspondence: Thank you from Spooner Chamber, Thank you from Wisconsin Office of Outdoor Recreation, Letter from IRS in regard to tax return extension, Audit Committee Report
8. **Finance Committee Report:** Michelle shared an overview of the Finance Committee Meeting and updated that the committee felt they could cover the budget deficit by fundraising. Discussion was had on some of the fundraising ideas. McGrath made a motion to approve the Finance Committee Meeting minutes, seconded by Churchill. Motion carried. (ATTACHED)
9. **Simpleview CRM & CMS Quote Decision:** Michelle shared an overview of the costs associated with the program as well as what processes it would streamline for the team. A sole source letter from Simpleview was included in the packet as there isn’t a comparable CRM/CMS to theirs for Destination Marketing Organizations. Discussion was had on the benefits of the system and how it would impact WCTA and the area businesses. McGrath made a motion to contract with Simpleview for both the CRM & CMS services, seconded by Paine. Motion carried. (ATTACHED)
10. **2022 Budget:** Michelle presented an updated budget with the Simpleview CRM & CMS included, as well as the fundraising estimate to balance the budget. Discussion was had on the budget and additional opportunities. Sacco brought up the need for networking/membership events and suggested that we add some money into the “Event Expenses” line item to do so. Berlin made a motion to approve the budget with the adjustment of adding \$2,000 to “Event Expenses” and offset it by adding an additional \$2,000 to the “Fundraising” Revenue line item, seconded by McGrath. Motion carried. In addition, the capital improvement request from last year will also be submitted to Washburn County for the “Welcome to Washburn County” signs. (ATTACHED)
11. **Bylaw Revisions:** Final bylaw revisions were reviewed for the final time. Sacco made a motion to approve the new bylaws, seconded by Janisin. Motion carried. (ATTACHED)
12. **Phone Reimbursement:** Michelle recommended the Board update the phone reimbursement policy to include a phone stipend for Kaitlin as well since she is focused on Outreach and is working remotely throughout the county. Churchill made a motion to approve a \$40 flat reimbursement for both Directors’ Cell Phones, seconded by Janetski. Motion carried.
13. **Social Media Influencer Contract:** Michelle shared the new contract that had been reviewed with the attorney. Discussion was had on the social media influencer program. Berlin made a motion to approve the contract, seconded by Janisin. Motion carried. (ATTACHED)
14. **Gift Shop Re-Order:** Kaitlin shared an update on the recent shirt order and requested to go over budget to get the next order moving since inventory has been going quickly and the orders are taking a significant amount of time to come in. Paine made a motion to approve the additional order, seconded by McGrath. Motion carried.

15. **Marketing Update:**

a. Public Relations:

- StatePoint Media Story: Fun Wisconsin Water Destinations (Advertorial) earned 34 media placements with an audience reach of 4.5M. The weighted ad value was \$10,900.
- Sue, on behalf of the tourism board, appeared on Fox 21 out of Duluth to talk about the impact the Spooner Rodeo has on area businesses.
- Michelle is waiting on a proposal from Turner to do some additional PR work over the coming months for our Fall and Winter campaigns. It may or may not be a part of the Travel Wisconsin Co-op depending on if there is a program it would fit into or not.

b. Marketing: Fall placements are currently underway. We are utilizing our "Taste and Treasure" theme and just revamping it a bit for 2021.

c. Group Tour: We will be starting our group tour marketing back up in the coming months. We also received a tour lead from a tour operator that we've worked with in the past. They are planning on being in the area in mid-August.

d. Blogs

- Hidden Gems: Shell Lake
- Fresh Air & Fantastic Food: Outdoor Patios in Washburn County
- Hidden Gems: Stone Lake
- Fireworks & 4th of July Fun
- Hidden Gems: Spooner
- Upcoming: Top 3 Scenic Drives this Fall, ATVing in the Fall Colors, Update: Taste & Treasure, Update: Fall Paddling on the Namekagon

e. Website Updates

- Fall Color Theme will begin in mid-August and the Fall Color page will be updated this week.

f. WCTA Monthly Statistics Report (ATTACHED)

16. **Outreach Update:**

- a. Business Visits completed include: Smo'Ken Oak BBQ, Just Rite on Main, Birchwood Cafe, tried to stop in for Birchwood Hardware, Janin Mistretta Healthcare Solutions; 5 Business Visits are scheduled for next week which include The Little Ivy Market, Corner of Fifth, Josami Art Studio, Shell Lake Lunch Box & New Owner of The 715
- b. Kaitlin will be reaching out to our realtors to offer Welcome Packets to them for closings. We have always done Welcome Packets, but we're expanding what will be included as well as how they will be distributed to include our title companies and realtors.

17. **Operational Update:**

- a. The Audit Committee has completed the review of 2020's books and has provided their report. (ATTACHED)
- b. Our advance sales for Spooner Rodeo broke records. Our team was stretched to the max and even had to pull in volunteer help to keep up, but it was a success.
- c. Michelle met with Tom Perlick from Beaver Brook township to discuss ideas for tourism related projects for their remaining room tax. As you may be aware, Beaver Brook ended their room tax and has roughly \$30,000 to be put towards some good projects. Michelle is scheduling a meeting with Tom and Kaitlin to discuss the projects in greater detail prior to their town board meeting.
- d. Now Hiring: Year 'round Visitor Experience Representative position. If you know of someone looking for a great part-time job, please have them come in and fill out an application.

18. **Citizen Comment:** Doug Lein shared an event opportunity for hosting a networking event in conjunction with a hockey game.

19. **Possible Future Agenda Items:** Financial Review/Fundraising Committee Recommendations, Room Tax Committee

20. Motion to adjourn was made by Janisin, seconded by Berlin. Motion carried. Meeting adjourned at 10:03 a.m.

**Next Board Meeting Date:
Tuesday, August 10, 2021**

Washburn County Highway Department | 1600 Co. Hwy H | Spooner, WI 54801