

**Minutes of Annual Meeting – Tuesday, August 13, 8:30 a.m.**

Hunt Hill Audubon Sanctuary  
N2384 Hunt Hill Road | Sarona, WI 54870

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

|         | Dana Morlock | Rene Magnuson | Joe McGrath | Sue Churchill | Tara Burns | Victor Sacco | Nikki Janisin | Sherry Sutton-Zanardo | Liza Temple | David Masterjohn |
|---------|--------------|---------------|-------------|---------------|------------|--------------|---------------|-----------------------|-------------|------------------|
| Present | x            |               | x           |               |            | x            | x             | x                     | x           |                  |
| Absent  |              | x             |             | x             | x          |              |               |                       |             | x                |

**Others present:** Michelle Martin, Kaitlin Hanson, Colene Vivian, Phil Sylla

3. Sutton-Zanardo made a motion to approve agenda as presented, seconded by McGrath. Motion carried.
4. Minutes of the June meeting were circulated. Churchill made a motion to approve as presented, seconded by Sacco. Motion carried.
5. The financial reports for July & August were circulated for review. McGrath moved to receive the financial report and line item transfers as presented, seconded by Sutton-Zanardo. Motion carried.
6. **Citizen Comment:** Nikki Janisin shared information regarding the upcoming Dedication Picnic for their newly renovated building at Hunt Hill. Nikki also updated that the money earned from the 2019 Gala had been put towards new trail signage which had been put up. Joe McGrath congratulated Hunt Hill on their new accomplishments. Phil Sylla from Washburn County Lakes & Rivers Association gave an update on the Highway 63 Development Project which will be modernizing the storm drains - sumps will be added under man holes & a sediment pond below Kwik Trip. A plan is to be created for a storm water runoff plan for Spooner.
7. **Taste of Washburn County Gala**
  - a. Venue Selection: Kaitlin shared that no bids had been received for hosting the Gala, but should be able to share numbers by next meeting.
  - b. Beneficiary Application: Suggestions were made that the application should include an area to mark if the applicant would be a Co-Beneficiary for the event. The application will be completed once venue and date have been selected at the board level.
8. **Tourism Appreciation Picnic:** Michelle shared information regarding the Tourism Appreciation Picnic on September 24<sup>th</sup>. Sacco made a motion to approve a \$200 budget for this event, seconded by Sutton-Zanardo. Motion carried.
9. **Marketing Report**
  - a. Regional Marketing:
    - ITBEC now has a new website design with new design for the county landing pages. There is a map proof out for the new corridor trail map. There was an update to the contact form & referrals.
  - b. Group Tours:
    - Michelle shared the updated profile sheet that has been created to send out as part of the group tour packets.
  - c. Donation Request:
    - None.
  - d. Other Marketing/PR:
    - We will be able to share assets with Travel Wisconsin for marketing if needed.
    - Ghost Hunters reached out regarding some locations that might be of interest for filming new episodes.
    - American Pickers will be returning to the area this fall.
    - Real Family Vacation Video Filming will be taking place at Kimball Lake Resort some time during the week on August 26<sup>th</sup>.
    - Visitor Guide cover & design preview
    - Fall campaign preview was shared.
10. **Director's Report**
  - a. Railroad Park Update: Kaitlin updated that a grant was submitted to the Tom E Dailey Foundation for restoration of the Turntable area. The board approved working with Emily Gall from North of Eight Design to create marketing materials and rebrand the website. There was an anonymous donor found for the picnic pavilion so plans with an engineer are in the works and should start going up this fall. Historical signs have been started and a prototype was shared at the meeting.
  - b. Forestry/Trails Report: The team is working with Mike & Mark to updates photos for the county parks. There will be a request put in for a "Free Camp Weekend" at Dugan Run Horse Trail to help get those photos. Mike will be reviewing

the ATV Scenic Tour over the coming weeks. A map meeting is being set up for the Birchwood area for the conflicting map errors.

- c. Office Update:
    - i. Visitor Guide mailing went out the week after rodeo
    - ii. Visit WashCo Mural at the Visitor Center has been completed
    - iii. State landscaping is in progress
    - iv. Museum and Attraction Workshop Invitations have started to go out.
    - v. Welcome to Washburn County Sign Update - the large sign has been picked up by John for sandblasting. Both signs will need to be powder coated which is going to have an additional cost of \$720 (\$360 per sign) to this project.
    - vi. Gift Shop Update: As of August 7<sup>th</sup> the gift shop has brought in \$1,947.02
    - vii. Work remoted days will be done as more of a “tourism day” of some sort in each of the communities so photos can be taken if needed, and more time for visiting the area businesses.
    - viii. Discussion has been had with the Spooner Chamber on the some minor office adjustments to help folks looking for the chamber, connect with them rather than us.
    - ix. Michelle met with WCEDC board to discuss co-branding and partnerships to help our tourism businesses when sold stay within the industry.
      - x. The Industry E-newsletter has been update to include a new Marketing & Social Media Tips & Tricks section.
  - d. New Owner Meet & Greets: A packet of information was left at Jessie’s Diner; business visits still need to be set up for The Still (formerly Bass Lake Inn Again) and the new antique shop in Trego; Kaitlin met with the owners of Petit’s Performance in Minong; Michelle & Kaitlin met with Andy about the Shell Lake ATV Campground; JLAAC now has a new director, Colene Vivian
  - e. WI Dept. of Tourism Update: Michelle was reappointed for a full term to the WI Governor’s Council on Tourism. Deputy Secretary Anne Sayers will be in attendance for the Museum & Attractions workshop.
  - f. Website Statistics were circulated for June & July. Visitor statistics for June & July were circulated.
11. **Receipts/Reimbursements:** None.
  12. **Correspondence:** Google 5 Star Review, Visitor Guide Mailing, Rolling Hills Landowners Appreciation Barbeque Invite
  13. **Citizen Comment:** Joe McGrath shared about Shell Lake Arts Center fundraising being at 3 of about 6 million needed for updates and renovations. Vic Sacco asked about Sportshow partnerships, Michelle will email out the minutes with the decision. Sherry Sutton-Zanardo thanked Addie from the Spooner Chamber for the lead on the college professors that came to visit Chickadee Hills Homestead.
  14. **Possible Future Agenda Items:** Taste of Washburn County Gala; 2020 Marketing Draft
  15. Motion to adjourn was made by Janisin, seconded by Sacco. Motion carried. Meeting adjourned at 9:50 a.m.

**Next Board Meeting Date:  
Tuesday, September 10, 2019 | 8:30 a.m.  
Spooner Police Station Community Room**