

**Minutes of Monthly Meeting – Washburn County Tourism Association  
Tuesday, August 11, 2020 8:30 a.m.  
Spooner Police Department Community Room**

1. Meeting was called to order at 8:34 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			X		X		X	X		
Absent		X	X		X		X				

**Others present:** Joel Zimmerman, Michelle Martin, Kaitlin Hanson

3. Masterjohn made a motion to approve agenda as presented, seconded by Vivian. Motion carried.
4. Minutes of the July meeting were circulated. Masterjohn moved to approve as presented, seconded by Sacco. Motion carried.
5. The Financial reports were circulated for review. Vivian moved to receive the financial report as presented, seconded by Masterjohn. Motion carried.
  - a. **Receipts/Reimbursements** - None
6. Citizen Comment: Joel from WCEDC shared his appreciation for the commendable job that the tourism staff and board have done during this difficult year.
7. **Correspondence:** None
8. **Minong Flowage Association Request:** A request was received from Margaret Hustad-Perrin, Minong Flowage Association, for financial support of \$1,000 for an update and printing of a Minong Flowage historical book. Masterjohn made a motion to deny the request, seconded by Sacco. Motion carried. The board asked the staff to follow up with recommendations of more appropriate funding sources for the project. Sacco also offered to be a point of contact for further suggestions and/or questions due to his work with the Long Lake Preservation Association.
9. **Website Domains:** WCTA has acquired spoonerwi.com, spoonerwisconsin.com and washburncounty.com domains. All domains are pointing to the washburncounty.org website. Total cost of purchase including utilizing escrow.com was \$2,976.40. This does not include payment to our intermediary. Masterjohn made a motion to approve a \$250 thank you to Ms. Berlin for her work in the form of Washburn County gift cards, seconded by Churchill. Motion carried.
10. **WCEDC Discussion:** Joel from WCEDC gave updates on his office’s role during COVID-19, business expansion and creation outlook, broadband expansion work, and more. Questions were asked in regard to job postings, business ventures, and employee recruitment difficulties. Due to limited time, staff will send out a survey to board members for further questions and will send it to WCEDC.
11. **Office Update:**
  - **Welcome Signs:** The Highway 70 sign is in production. Staff will be reaching out to the property owners and addressing any permitting in the coming weeks so that everything is lined up for installation. The two existing signs have had backing installed behind the front layer of metal and they look great! Huge ‘thank you’ to Brandon from Perfect Image Signs for his work on them.
  - **Building Contract:** The final contract was approved at the Washburn County Board Meeting and has been signed by all entities. A copy is available for your review. Staff will discuss with the other tenants payment dates and reimbursement for 2020 expenses. (ATTACHED)
  - **Other**
    - Washburn Co Historical sounds like they are interested in partnering to put together a display for the visitor center lobby area
    - New revolving literature racks have arrived and look great.
    - Photo contest is underway; deadline is August 31st
    - Rodeo ticketing system is changing; Michelle & Kaitlin are training on the new system ASAP. In addition, we’re working on the major exchange and setting up the 2021 event
    - Best of WashCo nominations will launch later this week.
  - **Business Outreach:**
    - Pine Harbor Resort has sold. The new owner is condo-ing it off.
    - Michelle shared an article in regard to Wisconsin Great Northern Railroad’s new Zephyr trains. In addition to the Zephyr project, 2021 is the 25<sup>th</sup> anniversary of the train ride.
    - Spooner Chamber is currently hiring a Membership Coordinator/Office Manager. Deadline to apply is Tuesday, August 18th
    - Woody’s on Long is closed; waiting on any additional news.
  - **Travel WI Report:**

- WDT shared their marketing update presentation.

## 12. Marketing Report

### a. Marketing & PR Updates

- Sales Promotion Update: Radio Commercials are live; Social media promotions are live; Markers & Tracking sheets are being delivered; we're all set to launch on August 15th. Be sure to get your stamp card and tell everyone you know! There are some amazing deals on there!
- Visitor Guide: Letters have been mailed; Sales as of 8/10/20 \$5,261.00; only one so far that said they could not renew; Sales calls will start next week. Sample covers are available for in person viewing
- Website: Washburncounty.com is forwarding to Washburncounty.org; Spoonerwi.com and Spoonerwisconsin.com are forwarding to the Spooner page on Washburncounty.org. Parks, Visitor Center and the Family Fun pages have been updated. A new itinerary: A Few Fun Days with Fido has been added
- Other Marketing
  1. Social Media: Focus on outdoor adventure & backyard escape; Facebook: 48 new likes (3,336); Reach 14,206; Instagram 969 Followers; Twitter 693 Followers
  2. WashCo Compass Blog: Explore Local - Parks has been posted; considering working with a social media influencer on a "Second Home" blog
  3. WashCo Compass E-Newsletter: July was sent to 3,189 subscribers; 23.1% Open Rate - 85 clicks through to more information
  4. Sticking with grassroots, social media, and previously contracted for now. Staff asked for any guidance for fall and winter marketing. Board suggested to hold off on the majority of marketing in 2020.
  5. Emailed requests were 501 in July compared to 126 in 2019; Midwest Living accounted for 298 of those.
- Visitor Statistics & Website Analytics reports were shared for July.

13. Citizen Comment: None

14. Possible Future Agenda Items: None

15. Motion to adjourn was made by Vivian, seconded by Churchill. Motion carried. Meeting adjourned at 9:42 a.m.

**Next Board Meeting Date:  
Tuesday, September 8, 2020, 8:30 a.m.  
Washburn County Visitor Center**