

**Minutes of Meeting – Tuesday, September 10, 2019
Spooner Police Station Community Room**

Executive Board Meeting 8:00 a.m.

1. Meeting was called to order at 8:04 a.m. by Dana Morlock.
2. Roll Call:

	Dana Morlock	Rene Magnuson	Joe McGrath	Liza Temple
Present	x	x	x	x
Absent				

Others present: Michelle Martin, Kaitlin Hanson

3. **Employee Benefits Discussion:** Discussion was had on offering health insurance to full time employees. Michelle asked executive board if any of them had experience in purchasing insurance for small businesses or a non-profit; Liza said that she did & would assist in this process and share her contact for that. Executive board asked the team to contact Julie Fox of the WI Dept. of Tourism to see what other chambers and area CVB's do for insurance. If Julie does not have any information or is unable to get that information, the team is to send out a survey to area colleagues regarding this matter. More discussion will be had at upcoming meeting.
4. Motion to adjourn was made by McGrath, seconded by Temple. Motion carried. Meeting adjourned at 8:21 a.m.

Monthly Board Meeting 8:30 a.m.

5. Meeting was called to order at 8:31 a.m. by Dana Morlock.
6. 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		Partial via phone		x	x
Absent						x		x		

Others present: Michelle Martin, Kaitlin Hanson, Sophia Lein

7. Churchill made a motion to approve agenda as presented, seconded by McGrath. Motion carried.
8. Minutes of the August meeting were circulated. McGrath made a motion to approve with the change of financial reports are received rather than accepted, seconded by Churchill. Motion carried.
9. The financial reports for September were circulated for review. Masterjohn moved to receive the financial report and line item transfers as presented, seconded by McGrath. Motion carried.
10. **Citizen Comment:** None.
11. **Staffing Agreement Contracts:** Michelle & Kaitlin discussed changes that need to be made to the current Spooner Rodeo Staffing agreement. Morlock will assist Michelle in reviewing the current agreement and meeting with the Spooner Rodeo. In addition the Stone Lake Cranberry Festival approached them regarding help with vendors for the festival, as well as Stone Lake Chamber needing help with their website and social media. Board advised that any staffing agreements should meet the mission of Washburn County Tourism Association and if a dollar amount is to be assigned it should be the average hourly wage made by Michelle & Kaitlin. Michelle and Kaitlin will do a full project analysis of WCTA projects and report back to the board to be sure our projects are best utilizing tourism team members' time. More discussion will be had at upcoming meeting.
12. **Proposal from Wisconsin Lumberjacks:** Sophia Lein shared who the Wisconsin Lumberjacks are and what their long term goals are as a team and for the area. Washburn Co. Tourism was asked to sponsor a player's jersey for the upcoming season;

discussion was had that jersey sponsorship would not match the mission of Washburn County Tourism but a proposal would be talked about at the next meeting for running commercials on HockeyTV during the Wisconsin Lumberjacks games.

13. **WCEDC Proposal:** Michelle presented the sponsorship options sent out by EDC Director, Joel Zimmerman. It was suggested that EDC could apply to be a beneficiary for the 2020 Taste of Washburn County Gala if they were interested in potential funding. Washburn County Tourism would be unable to sponsor dollars for this as sponsorships are outside of the mission of the organization, but that tourism does support the efforts of WCEDC and could help promote and volunteer for the upcoming banquet.
14. **Taste of Washburn County Gala**
 - a. Venue Selection: Kaitlin shared the three bids given for hosting the 2020 Taste of Washburn County Gala. Written bids were submitted by Heartwood Conference Center & Retreat and Jack Link's Aquatic & Activity Center, and a verbal bid given by Round Man Brewing Co. Masterjohn made a motion to go with the lowest bid (since all three venues met our criteria) which was from Heartwood Conference Center & Retreat pending that the Spooner Chamber of Commerce is not planning to host their Food & Wine Tasting there in 2020, seconded by McGrath. Motion carried.
 - b. Beneficiary Application: Kaitlin presented the application with the suggested changes from the previous meeting. The venue will be updated and date/time will be set with what works with the venue's calendar.
15. **2020 Marketing Plan:** Michelle shared the 2020 Marketing Plan with the board for them to look over. They are to reach out to her with any questions or concerns. It will be discussed in detail at the next meeting.
16. **Marketing Report**
 - a. Regional Marketing:
 - ITBEC's updated corridor map when to print; new marketing plan being worked on; it was voted against a full region Discover Wisconsin episode.
 - b. Group Tours:
 - Membership with Circle Wisconsin has been renewed.
 - c. Donation Request:
 - None.
 - d. Other Marketing/PR:
 - Visitor Guide Cover & Update
 - Michelle & Kaitlin shared sample visitor guide covers. A cover was selected for Jamie to finalize for the guide.
 - Michelle & Kaitlin will be meeting with Jamie to go over layout & theme of the 2020 guide
 - Sales are at about \$30,000 with a goal of \$45,000
 - Photo/Video Update
 - Summer Fun Video shoot at Kimball Lake Resort went very well. The team will plan to have a draft video for an upcoming meeting.
 - Planning is underway for a photo & video shoot for fall of this year.
 - There is a new Taste & Treasure available, it is being sent out with the Fall Packets that are requested.
 - Scenic Driving Tour brochures should be ready for pick up Friday the 13th.
 - The majority of fall marketing has launched; requests are already starting to come through for fall information.
 - Website Updates:
 - New event scroll on the home page
 - The search feature is now up & working on the website
 - Calendar of Events colors have been updated to better match the website theme
 - WashburnCounty.net has been renewed for the next 3 years.
17. **Director's Report**
 - a. Washburn County Economic Development Corp. (WCEDC) Report: Michelle updated that each month there will be a report given by or on behalf of Washburn County Economic Development in an effort to better collaborate on happenings around the county. Joel was unable to attend so Michelle gave a report that she met with him on Friday, September 6th to discuss partnership options and work on communications so that WCTA team members are aware of what WCEDC is working on. Michelle will be assisting Joel with a handout for potential new businesses. She also offered to help review their website to make it more user-friendly for potential businesses.
 - b. Railroad Park Update: Kaitlin shared the renderings that were recently done by DBS and that updates to the website had been started. An update was also given that volunteers were working to fix up the scale house that sits near the roundhouse to keep that in better shape. The next board meeting will be Tuesday, September 24th.
 - c. Forestry/Trails Report: Tourism team will be working with Mike & Mark to update photos for the county parks. A free camp weekend has been planned for September 27-29 at Dugan Run Horse Trails. Kaitlin will be working to update the Totogatic Campground and other forestry brochures as needed. Michelle addressed map concern from the Long Lake Chamber and visitors to the area with Birchwood Bobcats, Rolling Hills/Minong Clubs, and the Sawyer Co. Alliance to get the maps corrected during the next print.
 - d. Office Update:
 - i. Kaitlin & Michelle attended the Spooner, Minong & Stone Lake Chamber Meetings to give updates. Visitor Guide advertising was also talked about at the Stone Lake Chamber Meeting.
 - ii. After meeting with Jamie on Friday the 13th, Michelle & Kaitlin will be having a Tourism Day in Stone Lake.

- iii. Welcome to Washburn County Sign Update: Michelle spoke with John on 9/9/19 to get an update about the welcome sign that he is supposed to be sand blasting. He is waiting for dry weather to sandblast the sign. He offered that if Tourism would like to look into someone better equipped for that job that would be fine.
 - iv. County Budget meeting will be on Monday, October 7th at 3:30 p.m.
 - v. Michelle gave a reminder for board members to pay their membership dues for 2020.
 - vi. Kaitlin & Michelle are working with Alex & Missy (Anderson, Hager & Moe) to produce the Leadership Washburn County Local Economy Day on October 17th at The Potter's Shed.
 - vii. Michelle gave a reminder to RSVP for the Tourism Appreciation Picnic on September 24th - there is up to four attendees at the member rate; additional would be \$10 per person; non-members are \$15.
 - viii. Michelle gave a reminder to RSVP & encourage other museums and attractions to attend the Museum & Attraction Workshop on September 25th. Dan Hartman of Glensheen Mansion will be presenting as a keynote speaker for the workshop.
 - ix. Kaitlin & Michelle are working on a FAM tour for Deputy Secretary Anne Sayers while she is in the area for the Museum & Attraction Workshop and the Tourism Appreciation picnic.
 - x. Michelle met with Charlie from Pine Harbor Resort about the resort potentially being condo'd off if it doesn't sell soon. The resort has been on the market for two years.
 - xi. Michelle chatted with Richard from Poor Richard's Antiques who is also for sale; he anticipates closing in two years if the business doesn't sell.
 - xii. Michelle met with Joel (WCEDC) and Charlie (Pine Harbor Resort) to discuss options for WCEDC to assist with marketing tourism properties that are for sale to potential buyers.
 - xiii. The tourism team is requesting 3-5 volunteers to assist with the photo contest judging. New this year - the judging will be done by volunteers ranking their top 5 photos; a link will be sent out to those who will be volunteering. Churchill, McGrath, Temple & Magnuson volunteered to help with judging for the photo contest.
 - xiv. Michelle met with Kiko (Washburn Co. Maintenance) and Tim (Spooner Chamber President) to discuss the building contract questions and concern that came from the chamber's meeting last week. Afterward, Michelle and Kiko came up with a rough order on how to approach the contract revisions. There should be a contract to review at the board level in October or November.
 - xv. Chamber membership trade-outs have been officially approved with Birchwood, Minong, and Spooner. Tentative approvals with Long Lake and Shell Lake; just waiting on paperwork and final approval. No decisions have been made about trade out with the Stone Lake Chamber.
 - e. New Owner Meet & Greets: Met with Doug & Sophia Lein of the Wisconsin Lumberjacks, and Rick Saletri with the Spooner Civic Center & Hank's Up North.
 - f. WI Dept. of Tourism Update: State Tourism's fall marketing has launched. Michelle will be at WI Governor's Council of Tourism Meeting October 23rd & 24th.
 - g. Website Statistics were circulated for August. Visitor statistics for August were circulated.
18. **Receipts/Reimbursements:** None.
19. **Correspondence:** None.
20. **Citizen Comment:** None.
21. **Possible Future Agenda Items:** Staffing Agreement Contract, 2020 Marketing Plan, Taste of Washburn County Gala Update
22. Motion to adjourn was made by Magnuson, seconded by McGrath. Motion carried. Meeting adjourned at 10:16 a.m.

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