

**Minutes of Financial Review/Fundraising Committee Meeting – Washburn County Tourism Association**

**Wednesday, June 16, 9:00 a.m.**

**Red Schoolhouse Wines | Stone Lake, WI 54859**

1. Meeting was called to order at 9:13 a.m. by Colene Vivian.
2. **Roll Call:** Victor Sacco, Sharon Paine, Colene Vivian, Sue Churchill, Kaitlin Hanson, Michelle Martin
3. **Approve Current Agenda:** Sacco made a motion to approve the agenda as written, seconded by Paine. Motion carried.
4. **Citizen Comment:** None
5. **Financial Sustainability & Growth Potential:** Michelle shared the deficit of \$24,385 for the 2022 proposed budget. Michelle shared that while many expenses were up, there are two expenses that are the main cause of the deficit. Built into the 2022 budget is full front desk staffing coverage. The management team has been covering 1-3 desk shifts per week which is not sustainable due to the management work loads. The second item is an organization-wide system upgrade to the Simpleview CRM program. Currently the team uses primarily an assortment of Excel spreadsheets and forms to organize their data and contacts. The current system is not working and needs to be streamlined. Discussion was had on the recommendation from the Strategic Planning Report to “Evaluate additional funding opportunities for tourism promotion in Washburn County, including development of visitor supported funding models and ordinances in all municipalities.” Discussion was had on visitor supported funding models. The committee recommended to add to the next board agenda a line item for consideration of forming a Room Tax Committee.
6. **Fundraising Ideas:** Discussion was had on a number of fundraising ideas. Ideas with an “\*” indicate an item that will be brought forward to the full board for consideration.
  - a. **\*Membership Dues** – Discussion was had on the minimal cost of WCTA dues vs. the benefits received by the members. Michelle will do some research and bring a proposal forward to an upcoming meeting.
  - b. **\*Raffles** – Discussion included ATV raffles, Calendar raffles, Boat raffles, 50/50 raffles, etc. Kaitlin will do some research and bring forward some ideas to an upcoming meeting.
  - c. **Events** – Fundraising event ideas were tossed around including the Taste of Washburn County Gala (or a restaurant week), Golf Tournament, ATV Ride, etc.
  - d. **\*Grants** – Grants were discussed such as the Stone Lake Cranberry Festival grant program, corporate grant programs, etc. Kaitlin will begin researching what grant programs are available for us as a 501c.6 non-profit organization and bring forward options.
  - e. **\*Sponsorships** – Discussion was had on the Tourism Partner program that had been attempted several years ago. Ideas were tossed around about a “Friend of Tourism” program or something similar that would focus on businesses who don’t necessarily need to advertise to visitors, but who receive the benefits of the area’s strong tourism economy.
7. **Additional Funding Opportunities:** Sharon offered for WCTA to participate in some fundraising at the wine shop. Discussion was had on the ability to accept donations. Michelle clarified that a donation to a 501c.6 non-profit is not a tax-deductible donation like a 501c.3. After discussing possible funding opportunities, the board members and team felt that the \$24,385 deficit could be covered by fundraising.
8. **Citizen Comment:** None
9. **Possible Future Agenda Items:** To be determined.
10. Motion to adjourn was made by Paine, seconded by Vivian. Motion carried. Meeting adjourned at 10:39 a.m.