

Tourism Commission Meeting Minutes
Village of Pepin Municipal Building
Wednesday, April 24, 2024

Call to Order: Sue called the meeting to order at 4:45.

Roll Call: Roll call was taken. Those present were Heidi, Anne, Mary, Sue, Pat and Denise. LeAnna Kavanaugh was also present.

Secretary's Report: Sue made a motion to approve the meeting minutes from the 3/27/2024 meeting. Heidi seconded the motion. A voice vote was called, approved and so passed. Heidi will get the minutes to the Village Clerk to be posted.

Treasurer's Report:

Invoices: Heidi made a motion to approve the invoice of \$1431.22 for HW Marketing for the work done by Gabby for the month of March. Anne seconded the motion. A voice vote was called, approved and so passed. \$1100.00 will be paid to Big River for the ad that was approved at the 2/28/2024 meeting.

Tom Hanson will be getting the remaining money from the grant for the Trillium Festival that was approved at the 2/28/2024 meeting.

Financial Report: The balance at this time is \$38,602.08.

Quarterly Room tax: There is none to report.

Grant Proposals: LeAnna Kavanaugh presented a grant for a Trillium Festival Raptor Demonstration on behalf of Visit Pepin County for \$250.00. The event will be held on 5/12/2024. This event will be held at the park in Pepin, and will be part of the Trillium Festival. This event will showcase owls, and will highlight the Laura Ingalls Wilder Park. This will generate overnight stays because it is a multi-day event over Mother's Day weekend. Sue made a motion to approve the grant of \$250.00 to Visit Pepin County for the Trillium Festival Raptor Demonstration. Mary seconded the motion. A voice vote was called, passed, and so approved.

Jennifer Lindahl presented a grant application of \$1000.00 for Pepin Time Market which will be held May 25, 2025 and on another day in the fall with the date to be determined later. This event will be held in the empty lot next to the Bank of Alma. Sue made a motion to grant \$1000.00 to Jennifer for the Pepin Time Market, contingent on the Village Board approval of this event. Denise seconded the motion. A voice vote was called, approved, and so passed.

HW Marketing: Miss Northerner (Kristen) has been booked to come to Pepin on June 14 through June 16, 2024. Kristen is an influencer and will blog about places in Pepin. Kristen charges \$.50 per mile this will be a 376 mile round trip.

Lodging will need to be established for Kristen. We will look in short term rentals to see what is available for those dates. We will reach out to Gaby to see what Kristen's success are, so we can find the services that will best meet our goals. Heidi made a motion to move forward with Miss Northerner. Sue seconded the motion. A voice vote was called, approved, and so passed.

Pepin Days: A short discussion was held on the Pepin Days. Pepin Peppies have agreed to help with this event. The Pepin Lions club will be asked to help as well. More information will be coming in the next few weeks.

Photography contract: Sue made a motion to table. Denise seconded the motion. A voice vote was called, approved, and so passed.

PACC- There has been no response as of yet from the letter that Attorney Seifert had sent.

Additional tourism Commission Business and updates: The open house was a roaring success with the short-term rental owners. This was a great event to let the lodging owners know what the Tourism Commission is all about, and let them get to know one another as well.

Upcoming events include: Trillium Festival, Little House on the Prairie reunion, Villa will be doing a Mother's Day brunch, Prescott will be having a wine tour, Tin Roof Boutique is celebrating their 5-year anniversary, and the Laura Museum is opening for the season on May 1st.

Public Comments: LeAnna has a Spring photo shoot scheduled in Pepin. She will share all the photos to the Tourism Commission to be posted on Destination Pepin.

Next meeting will be held Wednesday May 22, 2024 at 5:15 p.m. at the Village of Pepin Municipal Building.

Sue made a motion to adjourn. Heidi seconded the motion. A voice vote was called, approved and meeting was adjourned at 5:55 p.m.

Drafted by: Heidi Baader