

Approved 6.12.2024

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Pepin Tourism Commission Minutes

Wednesday, May 22 at 5:15 pm

CALL TO ORDER: Sue called the meeting to order at 5:15 pm

ROLL CALL: Roll call was taken. Present: Pat Sandstrom, Heidi Baader, Denise Parker, Anne Murray, Katie Kujak. Absent: Mary Pellegrom. Guest present on Zoom: Gabby of HW Marketing

SECRETARY'S REPORT: Sue made a motion to accept the April 24, 2024 meeting minutes; Anne seconded the motion. Vote called; all ayes; motion approved.

TREASURER'S REPORT: Anne made a motion to pay the HW Marketing invoice for \$1386.22 and the Durand Publishing invoice for advertising the open house in the amount of \$100. Denise seconded the motion. Vote called; all ayes; motion approved. Review of the financial report: First quarter room tax revenue has been deposited in the amount of \$11,688.92, with a fund balance of \$45,009.66.

GRANT PROPOSALS: Jesse VanAlstine and Aaron Kallstrom submitted a grant request for \$671.19 to purchase 2 signs to be used on Hwy 35 during special events in the village. Included with the grant paperwork were the sign specs. Denise made a motion to accept the grant request for \$671.19; Anne seconded the motion; Vote called; all ayes; motion approved.

Char Harris and Alan Nugent were present to discuss a WCOW grant request in the amount of \$4000 for marketing WCOW's upcoming 8-week Thankful/Grateful holiday season campaign. This campaign was created as something special to attract tourists to the West Coast of Wisconsin during November and December and allow us to compete with the holiday events held in the Twin Cities, Rochester, LaCrosse, and Eau Claire markets. Plans are being made in all 5 WCOW villages for special events during those 8 weeks. Tourism Commission members expressed hesitation over spending Pepin's room tax revenue to market the entire region and decided that more discussion was needed before approval would be given, so this grant request was tabled until a special Tourism Commission meeting could be convened to discuss this issue further and come to a decision.

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HW MARKETING REPORT: Gabby was present on Zoom to discuss the upcoming visit over Father's Day weekend of Kristen (Miss Northerner). Gabby had put together a tentative schedule for Kristen that included retail, dining, and recreation options for Kristen. The local merchants will be notified of Kristen's visit so they're aware of who she is. Sue will notify Jesse of the plan to capture drone footage in the village. There was a discussion about putting together one or two welcome baskets for Kristen. We will schedule the Lake tours and pay for them up front, and Gabby will arrange for Kristen's check-in and check-out at the rental properties and pay those expenditures on a credit card. Meals will be paid for by Kristen and invoiced to the tourism commission after the fact.

UPCOMING PEPIN EVENTS: Discussion on Pepin Days and Flags of Valor scheduled for August 10. A second PepinTime Market will be held later in the season. Laura Days is coming up on September 14 & 15.

PHOTOGRAPHY CONTRACT: Sue presented an updated photography contract that includes deliverables of people engaged in many and various activities; candid photos of people & families; emotions; activities on the Lake. Sunrise over the lake. Eagles; pelicans; the flyway. A motion was made and seconded to approve the contract. Vote called; all ayes; motion carried.

ADDITIONAL TOURISM BUSINESS AND UPDATES: None.

NO PUBLIC COMMENTS OFFERED.

NEXT MEETING DATE:

- A special meeting will be held in early June to discuss and decide on WCOW's grant proposal.
- Next regular meeting: Wednesday, June 26, at 5:30 pm.

ADJOURN: Sue made a motion to adjourn; Anne seconded the motion. Vote called; all ayes; motion carried.

MEETING ADJOURNED.

Sue Fedie, acting secretary