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PEPIN TOURISM COMMISSION

Tuesday, July 8, 2025

CALL TO ORDER. Sue called the meeting to order at 5:30 pm

ROLL CALL: Present: Mary P, Sue F, Pat S, Jenny B. Quorum present.

SECRETARY'S REPORT. The May 28, 2025 Tourism Commission meeting minutes were discussed. A motion was made by Jenny to accept the minutes with edits; seconded by Mary. Vote was called; all ayes, no nays; motion carried.

FINANCIAL REPORT.

- An HW Marketing invoice in the amount of \$1363.72 was presented for approval. A motion was made by Sue to approve the invoice; seconded by Mary. A vote was called; all ayes, no nays; motion carried.
- The Tourism Commission had earlier agreed in principle to transfer \$10,000 into the boat launch fund to assist with the final payment, and that expenditure now needs formal approval. Sue made a motion to transfer \$10,000 to the boat launch fund to cover a portion of the final payment; Jenny seconded the motion. Vote was called; all ayes, no nays. Motion carried.
- Sue reviewed the treasurer's report and budget. The current treasury balance is \$56,250.35. Second quarter revenue will be coming in this month.

GRANT REQUESTS. No current grant requests are on the table. Upcoming expected grant request to be submitted by the Pepin Days Committee.

SHORT-TERM LODGING.

- a. At a recent planning commission meeting, tourism commission members offered to seek an attorney's opinion on the legalities of a potential temporary moratorium on new short-term rental licensing by the village; however, first, a legal opinion would be sought to determine whether this expenditure is compliant with the state statute. On June 24, 2025, Sue and Mary visited Attorney Bob Loberg, who issued a legal opinion on the compliance issue on June 27. The invoice Loberg submitted was distributed to the commissioners. Jenny made a motion to approve this invoice for \$910.00. At this point, the tourism commission conducted an additional review of the original offer made to the planning commission and the tourism commission's intent to follow through with this process of seeking a legal opinion. The members of the tourism commission believe that we acted in good faith by first seeking counsel on the ability to spend room tax revenue

to support the planning commission in making decisions that comply with state statutes, thereby protecting the village against potential litigation. Attorney Loberg's legal opinion was shared with the planning commission for their June 30, 2025, meeting. In that meeting, Sue offered to seek Attorney Loberg's services on any questions the planning commission had while discussing their pending recommendation to the board. The members of the tourism commission hope that the planning commission carefully and thoughtfully examines all the issues related to the legality of a moratorium on short-term rental licensing and makes an objective decision without succumbing to outside pressure. Mary then seconded Jenny's motion to approve Attorney Loberg's invoice. Vote called; all ayes, no nays. Motion carried.

- b. Planning Commission Recommendation. The planning commission reached a decision to appoint a subcommittee of five residents to study the issue of short-term rentals within the village and make a recommendation to the planning commission on how to move forward.

TRAVEL TV LIVE STREAM CAMERA. Sue reported that Frank Flores, the marketing rep for the Travel TV Live Stream Camera, stated that we do not have to lock into a 3-year contract. He suggested an 18-month contract as a good test period. Their company offers installation costs of about \$1500. Sue will inquire at the high school to see if there is a person with the skills and experience to handle the installation. Sue made a motion to table the discussion until she can get information on a local installer; Mary seconded the motion. Vote called. All ayes, no nays. Motion carried.

HWY 35 ENHANCEMENTS. Pat and Jenny will bring back recommendations on color selection, finishes, and costs for the large veneer stoneware planters.

OTHER TOURISM BUSINESS.

- Flags of Valor – August 13 – 18. There will be 350 flags stationed in and near the park.
- Pepin Days – August 16 & 17. There will be vendors, food trucks, music, a fishing contest, bouncy house, and much more.
- Laura Days – September 13 & 14. Alison Arngrim is the special guest. Expecting large crowds.
- The sign posted on the fence of the private business at the corner of 2nd and Lake Streets has been drawing attention from residents and short-term lodging guests. The tourism commission's view is that this opinion sign is one business owner's negative statement about another business, and it demonstrates hostility towards short-term rental lodgers, which is not a good reflection on our village.

NEXT MEETING: Wednesday, August 27 at 5:30 pm

ADJOURN. A motion was made to adjourn and seconded. Vote called; all ayes, no nays; motion carried, and the meeting was adjourned.

Sue Fedie, acting sec.