

Tourism Commission Meeting

Village of Pepin Municipal Building
Wednesday, July 12, 2023, at 8:30 am

Sue called the meeting to order at 8:45 am (late due to some technical difficulties with Zoom)

Voice roll call was taken: Anne and Pat were present via Zoom. Mary, Denise & Sue were present. Heidi was absent due to short staffing at work. Guest: Ted Snider

The Secretary's report of June 15, 2023, was reviewed. One edit to the report is the name of the venue for the August 3 UniverCity event; Sue had incorrectly reported it to be Sala, but the event will be held in in Sasu, the outdoor canopied space to the east of Il Forno. A motion was made by Denise to approve the June 15, 2023, minutes with the above edit and Mary seconded the motion. Unanimous approval on voice vote.

Treasurer's report: A motion was made by Denise to pay 2 invoices: 1- reimburse Sue F \$426.20 for payment of the Allegra invoice for printing of the new Pepin rack cards. Denise explained that the rack cards had been created for Travel Wisconsin to take to the Wisconsin State Fair. 2- HW Marketing for \$420.00 for social media monitoring & email marketing set-up; Mary seconded the motion. Unanimous approval on voice vote. The commission reviewed the most recent financial report. Second quarter room tax revenue not yet in. Current room tax revenue balance of \$21545.48.

The commission reviewed the Development Grant Application from Brad Noel and Geoff Schruth for marketing funding for an October 14 Chris Kroeze Concert. The goal for this concert is to build on the current Doe Patrol hunting event that's now in its 9th year and grow it into an annual event that can be enjoyed by the community at large. All revenues from the event are to be invested into the next year's event. The consensus of the commission was that a fall event of this scope, with plans to expand it and make it an annual event, will be a tourism draw. A motion was made by Sue and seconded by Denise to approve the development grant request in the amount of \$2500. Unanimous approval on voice vote.

The Development Grant guidelines were included in the information packets for this meeting. Sue asked the commissioners to review the guidelines and come to the next meeting with suggestions for revisions to better align them with the grant criteria and to make them more understandable for those requesting grants. This will be on the next meeting agenda.

Sue introduced Ted Snider, a professional photographer who meets the qualifications to create a library of photographs of Pepin and the surrounding area that can be used in print and digital marketing. The commissioners reviewed the photos on Ted's USB drive. Ted thanked the commissioners for the opportunity to meet with them. Pat cautioned that it must be understood that the photographer is being hired by the tourism commission, not the village of Pepin, for the purposes of marketing tourism. A motion was made by Sue and seconded by Denise to hire Ted Snider for one year of photography of events, businesses, seasons, scenery & landscape, wildlife, etc. at a

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budget range of \$2500-\$4000; Pat suggested that we review Ted's work and progress in 6 months. Unanimous approval on voice vote.

The information packet included a letter to area businesses that will be sent via the info@destinationpepin.com email account. The letter officially announces the Destination Pepin social media presence and website and invites businesspersons to review their online information and send us photos, get onboard the new website, and contribute to the calendar of events. The letter will be sent in July. Sue informed the commissioners that she now has a village credit card that will be used for MailChimp and GoDaddy monthly subscriptions.

Denise reported that the village of Pepin will host Crazy Days on July 20 & 21. She has taken on the Crazy Days project as a local business owner and is anxious to get as many businesses as possible onboard. She has placed an ad in the local newspaper and shoppers to promote it.

Sue and Denise gave a brief update on the UniverCity Alliance program to be held on August 3 at Sasu (Villa Bellezza). Invitations have been and are still being sent, and Sue and Denise will meet with Gavin Luter and Abigail of UniverCity Alliance to finalize the program.

It was suggested that a current list of short-term rentals be made available to the tourism commission. Sue will get this done.

Anne asked that the commission return to holding meetings at 5:30 pm, and it was agreed that this works best for all members.

Next meeting to be July 24 at 5:30 pm. **[DUE TO ROOM CONFLICT, THIS WAS LATER REVISED TO WEDNESDAY, JULY 26 AT 5:30 PM]**

Drafted by Sue Fedie