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PEPIN TOURISM COMMISSION MEETING MINUTES

Wednesday, August 27, 2025

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

ROLL CALL: Present: Sue F, Katie K, Pat S, Jenny B, Denise P, Mary P. Guest: Gabby P

SECRETARY'S REPORT. The July 8, 2025 Tourism Commission meeting minutes were discussed. A motion was made by Mary to accept the minutes; seconded by Jenny. Vote was called; all ayes, no nays; motion carried.

TREASURER'S REPORT.

- Invoices to pay include HW Marketing for \$1,048.72. A motion was made by Denise to pay the HW Marketing invoice; seconded by Mary. Vote called, all ayes, no nays, Motion carried.
- 2nd Quarter 2025 Room Tax Revenue: \$24,417.40
- Tourism Account balance: \$62,780.33
- No current grant requests

WEBSITE UPDATE: Gabby explained that the newly built DestinationPepin.com website is experiencing layout problems on Android mobile devices. She has sought expert advice, and she and Kate Heilman (the site builder) are continuing to troubleshoot. If the issue cannot be resolved by next month, the tourism commission will discuss it further and decide our next steps.

PLANNING COMMISSION UPDATE. Pat reported on the planning commission's decision to create a subcommittee to review the effects (benefits & detriments) of short-term rentals on the village, however, they found very few people who were willing to serve on the subcommittee, so that plan has not yet moved forward. The planning commission has given itself 6 months to review the issues and bring back a recommendation about the short-term rental ordinance. As of now, all short-term rental applications are being processed as usual.

FENCE SIGN. The sign posted on the fence of the private business at the corner of 2nd and Lake Streets is drawing attention from residents and short-term lodging guests. Members will research some municipal sign ordinances around Wisconsin to see if any of them address negative statements like this in a commercial district.

TV LIVE STREAM CAMERA. Sue informed Frank Flores that the tourism commission is interested in this project for next spring if the village board approves it, and we'll seek someone who can install the camera for us.

HWY 35 ENHANCEMENTS. Sue made a motion to table this discussion until September. The motion was seconded by Denise. Vote called, all ayes, no nays, motion carried.

HOLIDAY CAMPAIGN / CONTENT CREATORS UPDATE. The upcoming content creator visit will focus on the Arts in this area during the Fall Fresh Art Tour. We will also bring in a content creator to capture autumn along Lake Pepin and another content creator early in the Holiday Season. Sue will talk with the Pepin Peppies about requesting a grant to purchase additional Christmas lighting for the park.

PEPIN EVENTS UPDATE. Pepin Days are behind us now. The Flags of Valor looked wonderful along Hwy 35, though there were fewer flags purchased this year. Unfortunately, the flags had to be taken down early due to a bad thunderstorm. Laura Days is coming on September 13 & 14.

OTHER TOURISM COMMISSION BUSINESS.

- Sue reported that at Jenohn Newcomb's request, she printed a village map for Pepin Country Stop visitors, but the map should be customized to Pepin's landmarks. Mary will discuss further with Jenohn to better understand their map needs.
- Pat suggested that we develop a Pepin flyer for spring that includes a customized Pepin map and village events for 2026.
- Mary reported that she brought PACC's outdated directional signs to the attention of Jan B, who was willing to get them brought current, though as of this time, that has not been accomplished.
- Denise provided an update on WCOW marketing efforts that have been going on all summer.
- Gina at Cruise Pepin is again providing Lake Pepin tours on her pontoon.
- Villa Bellezza is considering a winter campaign to promote local dining establishments.
- Everyone was reminded to share local holiday plans/content with Gabby.

NEXT MEETING. September 17 @ 5:30 pm

ADJOURN. There was no further tourism business to discuss, and Sue made a motion to adjourn, seconded by Denise. Vote called, all ayes, no nays. Motion carried.

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