

Tourism Commission Meeting
Village of Pepin Municipal Building
Thursday, September 29 at 5:30 p.m.

1. Call to Order: Sue called the meeting to order at 5:30 p.m.

2. Roll Call: Sue took roll call. The commission members were called by name: Heidi, Mel, Anne, Pat, Denise, Sue were present. **Other:** Tracy and Jane were in person, and Char and Janice/Rob Buntz via zoom.

3. Secretary's Report: Denise made a motion to accept the meeting minutes from 9/8/2022. Anne seconded the motion. A voice vote was called; motion unanimously approved, and so passed. Heidi will make sure that Drew gets the minutes to post.

4. Treasurer's Report:

a. Monthly – approval of invoices: ck# 28821 Durand Publishing \$108.00; ck# 28824 Gunderson Plumbing \$8457.91; ck# 28828 WCOW \$187.42; ck# 28838 Backwoods Electric \$473.63; ck# 28841 E&S Fresh Market \$57.79; ck # 28849 Pat Sandstrom \$45.85. Heidi made a motion to approve the invoices, Denise seconded. A voice vote was called; motion unanimously approved, and so passed.

b. Quarterly- Treasurer's room tax revenue report: October 31st is the deadline for the third quarter.

c. Treasurer's report on STR compliance: Roy has sent out 6 actual licenses. All but one fire inspections have been completed, and that one is scheduled for the week of October 3rd.

5. West Coast of Wisconsin-discussion/action on all items listed:

a. Women's Weekend: We will get a flyer for the Friday Pepin events.

1. Participating businesses: Denise is acting as the marketing person for WCOW, so all businesses that are participating will contact her.

2. Door Prize: A stamp card will be distributed to the women attending the Women's Weekend. Pat will order the stamps off of Amazon. The cards will get stamped at each participating businesses, the cards will be turned in to be entered in the door prize drawing.

3. Flyers: Char has 1500 flyers. The Tourism Commission will contribute to the cost of the flyers for Pepin's portion. Char believes that our portion will be around \$400.00. There will be more information in the next several weeks.

b. Feast magazine promo piece-Char Sherer and Alan Nugent: There are 14 restaurants between Bay City and Nelson which is called the foodie trail. The ad will run \$600.00. Not all the restaurants are members of

WCOW. This ad ties into the tourism agreement that has been entered with WCOW.

6. Budget for 4th quarter 2022 & all quarters 2023- discussion/action: Heidi and Mel are in the process of developing a budget. Sue made a motion to table until more information and data is available; possibly November. Denise seconded the motion. A voice vote was called; motion unanimously approved, and so passed.

7. Tourism Promotion update-discussion/ action on all items listed:

a. Vision Design- website goals: Visit Pepin was built with room tax money. The Tourism Commission was told that the website would be turned over to us, unfortunately this may not happen. The website is registered in PACC's name. Developing another website would be detrimental to both PACC and the Tourism Commission. Vision design has had no direction from PACC. Jill Reimers told us that there is no fall campaign currently underway for VisitPepin's Facebook/website. PACC is unwilling to use our contract, so we will not be able to utilize the Visit Pepin website that should be used to benefit all the businesses in the area and put heads in beds.

b. HW Marketing (Gabby)-Facebook goals: Gabby will keep the site fresh and up to date. She will highlight local events. She will be able to tell us how many people we can plan on attending the events based on the activity she monitors on the site. Sue will discuss our options with Gabby now that PACC is unwilling to turn over the Facebook page to the tourism commission.

c. Print Ads: Print ads offer tangible advertising, and can be very effective, and is one of the two things needed to promote tourism. The other being a website. We could buy a "spot" in brochures and have local businesses add to it. Working with WCOW could benefit both of us. Sue has been in contact with Lori Herbst from Bluff Country Magazine. The deadlines for 2023 ad spots are fast approaching, and Sue will keep us updated.

d. Form marketing advisory committee? Sue made a motion to form a marketing committee, Heidi seconded the motion. A voice vote was called; motion unanimously approved and so passed. Sue made a motion to have the marketing committee consist of Denise and Anne, Heidi seconded the motion. A voice vote was called; motion unanimously approved and so passed.

8. Seasonal decorations-discussion/action: Decorating for the fall season has already started. The Christmas decorations that we have access to are in very poor shape and will need to be replaced. Pat is going to look into the cost of new decorations. We would like to have a lighting ceremony November 12th at 6:00 p.m.

9. Request- financial support of Laura Days-tabled from 9/8/2022- discussion/action: Laura Days came out very well, and is not seeking financial support.

10: Any additional Tourism Commission Business and updates: NONE

11. Community Comments- 5-minute limit per person: Jane thanked all of us on the commission. She suggested to have a short-term goal as well as a long-term goal. Rob stated that PACC has a marketing program.

12.Set next meeting date & time: Next meeting is set for Thursday October 13, 2022 at the Village of Pepin Municipal Building.

13. Adjourn: Heidi made a motion to adjourn, Sue seconded the motion. A voice vote was called, and unanimously passed. Meeting is adjourned at 7:00p.m.