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Pepin Tourism Commission Minutes

Tuesday, October 1, 2024 at 9 am

CALL TO ORDER. The meeting was called to order by Sue at 9 am.

ROLL CALL: Present: Mary P, Sue F, Katie K. By Zoom: Pat S, Denise P, Gabby P (guest)

SECRETARY'S REPORT. The September 18, 2024 Tourism Commission meeting minutes were discussed. A motion was made by Sue to accept the minutes; seconded by Denise. Vote was called; all ayes, no nays; motion carried.

INFLUENCER. Gabby reported that Julia Silvers, part of That Wisconsin Couple, is available the weekend of November 16 & 17. Her husband has prior commitments that weekend, though she will bring her sister and perhaps another woman and make it a girls' weekend, which will be appropriate for the opening weekend of the Holiday Market. Mary P has offered us a discount on her Pepin Respite property. Upon review of the services offered by Julia, it was decided The Deep Dive package at \$1500 plus a 2-night stay offers the deliverables we're seeking, including a pod cast. No add-on package will be necessary. Gabby reported that we can dictate her itinerary and reimburse her for her food/beverages, or, if we don't give her a detailed agenda and allow her to choose where to visit, we will not need to reimburse her. Gabby will express to Julia that a quick turnaround time for the deliverables is desired as we'll be at the beginning of the Holiday season by then. A motion was made by Sue and seconded by Denise to hire That Wisconsin Couple for the weekend of November 16 & 17. A vote was called; all ayes, no nays; motion carried.

FALL / HOLIDAY CAMPAIGN. Gabby's suggestions included fall color photos in Pepin, indoor lodging photos, warm & inviting shopping photos, holiday market photos, Cemetery tour photos, featuring women-owned businesses in Pepin, choosing a few STRs to promote. Sue will begin working on gathering photos, Denise and Sue will put together a list of women-owned businesses. Katie will share holiday market photos with Gabby.

FALL / HOLIDAY GIFT BASKET SWEEPSTAKES. There was a discussion on holding a sweepstakes to build interest and followers, though Gabby cautioned that there isn't time to make it a meaningful event in such a short time because fall is just weeks away. We will consider a sweepstakes beginning next spring.

BUILDING FOLLOWERS. Gabby suggested that we might try putting some money behind online ads to build followers, increase our audience and capture email addresses for a future email campaign. A quarterly newsletter would be an excellent tool.

HOLIDAY MARKET. Katie reported that they have signed on lots of vendors for this year's market. Villa Bellezza is going to have its own floral booth for holiday greenery and décor, which will add a lot to the market. They would love to have Santa and Mrs. Claus visit the market each of the 12 days its open. The Tourism Commission can support the Market with promotional funding; Katie will bring a grant proposal to the October meeting. There was a brief discussion on temporary signage, which Villa Bellezza may consider; Sue will research the village's ordinances on temporary signage.

NEXT MEETING: Wednesday, November 27 at 5:15 pm.

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