

Tourism Commission Meeting
Village of Pepin Municipal Building
Thursday, November 10, 2022

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, Anne, Mel, Denise, Sue were present. Pat came shortly after roll call. **Other:** Char, Alan, Dave Smith, David, and Paul were in attendance, and Amy Gabay joined via zoom.
3. **Secretary's Report:** Mel made a motion to approve the October 27th meeting minutes. Anne seconded the motion. A voice vote was called; motion unanimously approved, and so passed.
4. **Treasurer's Report:**
 - a. **monthly invoices:** there were 2 invoices: \$1094.14 to Pat Sandstrom for lights in the park, and \$837.00 to Evers Farm for the holiday event. Evers' has decided to withdraw their application for their grant.
 - b. **quarterly- Treasurer's room tax revenue report:**70% due to the tourism commission for the third quarter is \$24,701.19.
 - c. **treasurer's update on STR compliance:** as of right now, there is one str that is out of compliance. A warning will be issued. Sue made a motion to accept the treasurer's report with the withdrawal of the Evers' grant. Mel seconded the motion. A voice vote was called; motion unanimously approved, and so passed.
5. **Grant proposal by guest, Alliah Sterry:** Alliah was not present, Sue made a motion to table this item until next meeting Heidi seconded the motion. A voice vote was called; motion unanimously approved, and so passed.
6. **WCOW 1st phase marketing plan:** Char spoke. She started by expressing how excited she is to be working with the Tourism Commission to bring visitors to our area and increase overnight stays. Phase 1 is a joint marketing plan for the next year. WCOW has committed to spending 60% of their budget to hire River Travel Media to be the marketing service for them. Amy Gabay was able to give some insight on the services that she could provide through branding, photography, digital marketing, ad buys, website creation, website SEO, and more. Individual pages could be created for each town. River Travel Media has offered to discount their yearly price to \$10,000.00. WCOW is asking for a possible contribution from the Tourism Commission.
7. **November 12 Park lighting event:** posters have been posted around town, an ad was put in the paper, WCOW shared on their web page, Kim Seipel shared on The County stop page. and Sue put it on River list. Boy scouts are going to be selling hotdogs. Hot chocolate and cider will be available as well as music. No action needed.
8. **Recap of Bands and Beverages event:** The Eagle playoff game had some effect on the local turnout. But overall, the event was a great success. Dave from River Time had a great turnout, and Paul from The Pickle Factory did well too.
9. **Tourism Promotion 1. Gabby's progress update;** Gaby is watching the face book page of visitpepin.com. Ads are old and have not been updated. Questions have not been addressed. And many ads are recycled. No action needed. **2. Print ads:** there is a shared ad with WCOW with Bluff Country. Pepin County and the Traveler are holding a spot for us. We will decide when to place an ad in Big River. No Action.

10. **Budget:** Mel and Heidi will meet to develop a budget now that the 3rd quarter room tax has been received.
11. **Tourism Commission Business:** None
12. **Community Comments:** Dave from River Time has thoughts about cutting a Christmas tree and having the community help decorate it. River Time is also having a Friendsgiving, which will be held the day after Thanksgiving. There will be live music and all are welcome and encouraged to donate to the food shelf.
13. **Set next meeting date:** Next meeting will be held December 1, 2022, at 5:30 p.m. at the Village of Pepin Municipal Building.
14. **Adjourn:** Heidi made a motion to adjourn. Denise seconded the motion. A voice vote was called; motion unanimously approved, and meeting is adjourned at 7:45 p.m.

Heidi Baader
Secretary