

Approved: 12.04.2023

Posted: 12.05.2023

Tourism Commission Meeting  
Village of Pepin Municipal Building  
Wednesday, November 15, 2023 at 5:30p.m.

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

Roll call was taken: Anne, Mary, Sue and Heidi were present. Ashlin Tulip was also present.

Sue made a motion to accept the secretary's report from 9/27/2023 with a change in verbiage in the paragraph regarding grant application from Mike Michaud regarding the planting of trees. Heidi seconded the motion. A voice vote was called and unanimously approved and so passed. Heidi will make the changes and get the minutes to the village clerk.

Treasurer's report: Heidi made a motion to approve the paying of invoices from West Coast of Wisconsin Business & Tourism Association for \$389.52, and HW Marketing Media, LLC for \$1418.22. Mary seconded the motion. A voice vote was called and unanimously approved, and so passed.

Village lighting: Sue made motion to add \$1000.00 worth of new Christmas lights for the village park, Mary seconded the motion. A voice vote was called and unanimously approved, and so passed.

Marketing review. Discussion was held on the holiday campaign, print ad and website.

WCOW Women's Weekend update: The women's weekend was well attended.

WCOW Annual Meeting review: WCOW is gaining momentum, the meeting was very well attended. Our area generates over 1 million in tourism revenue.

Pepin Peppies news & updates: Trunk or Treat went very well. Peppies are still trying to gain more members.

Additional Tourism Commission Business and updates: Mary had several ideas for utilizing our website to the fullest potential, such as getting lodging added to our page, adding a pop-up feature to subscribe to a newsletter, tapping into WCOW's website for events, and using the pictures that have already been taken for the Tourism Commission.

Public Comments: Ashlin Tulip presented a grant application for bringing public motivational speaker Amberly Snyder to the Pepin School. This event will be open to the public. Amberly is a championship barrel racer who is paralyzed

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from the waist down as a result from a car accident. Amberly was not wearing her seat belt and now travels the nation speaking on the importance of seatbelts, never giving up, the power of the mind, and mental health. Ashlin is going to advertise this event to everyone. This event will be held on February 15, 2024. Local businesses will be informed so they may do "Valentine's Specials" This will get people to come on Valentine's Day and stay for Amberly's presentation. Ashlin is requesting \$2500.00 for the cost of advertisements. Heidi made a motion to approve the grant for \$2500 to Ashlin Tulip for advertising needs for Amberly Snyder's presentation. Anne seconded the motion; a voice vote was called and unanimously approved and so passed.

Alliah Sterry is requesting a grant again this year for Make Pepin Sparkle. Alliah is requesting \$500 for the cost of signs and flyers. Sue made a motion to approve \$500 for Alliah for Make Pepin Sparkle. Anne seconded the motion. A voice vote was called and unanimously approved and so passed.

Next meeting will be held on December 4, 2023 at 5:30 p.m. at the Village of Pepin Municipal Building.

Sue made a motion to adjourn, Anne seconded the motion. A voice vote was called and unanimously approved and meeting is adjourned at 7:40 p.m.

Drafted by: Heidi Baader