

Approve: 01.28.2026

Posted: 01.29.2026



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PEPIN TOURISM COMMISSION MEETING MINUTES

Wednesday, December 10, 2025

CALL TO ORDER. Sue called the meeting to order at 3:00 pm

ROLL CALL: Present: Sue F, Pat S, Jenny B, Denise P, Mary P. Guests: Gabby P (via Zoom), Carey Worthy

SECRETARY'S REPORT. The November 19, 2025, Tourism Commission meeting minutes were discussed. A motion was made by Jenny to accept the minutes; seconded by Mary. Vote was called; all ayes, no nays; motion carried.

TREASURER'S REPORT.

- Invoices to pay include HW Marketing for \$1,350.00. A motion was made by Sue to pay the HW Marketing invoices; seconded by Denise. Vote called, all ayes, no nays, Motion carried.
- Grant requests: Laura Museum – Carey Worthy attended the meeting to discuss a grant request of \$6,500.00 for the Laura Museum. The grant will fund the production of a video that tells Laura's story in Pepin by utilizing the museum's exhibits. This video will provide an interactive experience for visitors, allowing them to explore the stories portrayed in the exhibits, similar to what other Laura homesite museums offer. Ultimately, this project will significantly contribute to preserving Laura's legacy. A motion was made by Jenny to approve the \$6,500 grant; seconded by Mary. Vote was called; all ayes, no nays; Denise abstained; motion carried.

WCOW COST SHARE. A discussion took place regarding the possibility of providing additional funding beyond the usual \$5,000 annual cost-share allocation to our tourism entity for marketing the West Coast area, including Pepin. After a thorough discussion, it was concluded that the voting members of the tourism commission, who also serve WCOW in other roles, would potentially create a conflict of interest if voting in favor of the additional funding. As a result, the members decided to table the discussion until the January meeting, where they will explore ways to allocate more funds to WCOW without risking any conflicts of interest. At this time, Jenny made a motion to allocate the traditional \$5,000 cost share to WCOW's marketing efforts, while moving discussion of further funding to the January meeting; Mary seconded the motion; vote called, all ayes, no nays; motion carried. Sue will request that \$5000 be send to WCOW for the traditional annual cost share.

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HWY 35 BEAUTIFICATION. Commission members reviewed the lighting catalog and selected an anchor and a snowflake design that will be alternated on light poles along Hwy 35. A motion was made by Mary to purchase 22 pole lights for Hwy 35; Jenny seconded the motion. A vote was called; all ayes, no nays; motion carried. Pat will make the purchase after January 1, when lighting will be discounted.

BROCHURE/MAP FOR SPRING 2026. Jenny provided an update on her research regarding the designer for the brochure and village map project. After obtaining several quotes, she is excited about the work of Casey Byrne, the owner of Enthusiast Collections and a producer of nostalgic pop art. Jenny also discussed a trial of mapme.com, which is very user-friendly and easy to navigate. A motion was made by Denise to allocate up to \$5,000 for Jenny to research and secure a designer for a village map for both the brochure and possibly an online version. Sue seconded the motion. A vote was called, and all members voted in favor; there were no opposing votes. The motion passed.

SHRPA VISITS. Sue reported that there are two Shrpa visits remaining under contract and asked for advice on scheduling the next visit. After discussing the options, the consensus was to plan a Winter Couples Getaway around Valentine's Day. Sue will move forward with inviting content creators and reserving lodging.

GOVERNOR'S CONFERENCE ON TOURISM. To be held March 15-17 at the Baird Center in Milwaukee. Any tourism commission member who wishes to attend should contact Sue.

OTHER BUSINESS:

- Denise reported that the River Road Doe on the Go event was well attended, with 15 businesses participating.
- Our guest, Carey, explained that Jan Buntz, on behalf of PACC, is organizing a celebration of Laura Ingalls Wilder's birthday on February 7, with a storytelling session by Goran Pesic, crafts at the Cabin, and a family style dinner & music at Humble Moon. Watch for additional details.
- 2026 marks the 250th anniversary of the founding of our country, presenting a great opportunity to incorporate this theme into upcoming events.
- Gabby will continue working on SEO optimization of destinationpepin.com.

NEXT MEETING. January 28, 2026 at 3:00 pm. On the agenda will be a discussion of Budget.

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

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