



Equal opportunity Provider & Employer"

508 Second Street, P.O. Box 277, Pepin, WI, 54759, Phone 715-442-2461  
Emails: [clerk@pepinwisconsin.org](mailto:clerk@pepinwisconsin.org) and [treasurer@pepinwisconsin.org](mailto:treasurer@pepinwisconsin.org)

## PEPIN TOURISM COMMISSION

Wednesday, January 22, 2025

**CALL TO ORDER.** Sue called the meeting to order at 4:00 pm

**ROLL CALL:** Present: Mary P, Sue F, Anne M, Katie K, Pat S By Zoom: Denise P Guest: Gabby P

**SECRETARY'S REPORT.** The December 4, 2024 Tourism Commission meeting minutes were discussed. A motion was made by Katie to accept the minutes; seconded by Sue. The vote was called; all ayes, no nays; motion carried.

**FINANCIAL REPORT.** An HW Marketing invoice in the amount of \$1,273.72 was presented for approval. A motion was made by Sue to approve the invoice; seconded by Mary. A vote was called; all ayes, no nays; motion carried.

Sue reviewed the 2024 year-end financial report. She discussed the 2025 report in which the budgets in Tourism Development & Grants, Tourism Promotion, and Admin have been increased, as decided at the last meeting. The current treasury balance is \$68,523.71. A report was provided that detailed the room tax deposits since the 4<sup>th</sup> quarter of 2021. Total deposits since then are \$209,758.03.

**GRANT REQUESTS.** A grant request from Tom Cooper-Hansen of River Road Gallery was presented by Sue. Tom is requesting grant assistance for marketing the Trillium Festival and Pollinator Celebrations this year, both events will feature guest speakers and sessions spanning Friday evening to Sunday afternoon, which will bring overnight lodging to the area. Tom included a media packet for promoting the two events. Motion was made by Sue to grant \$3250 towards this grant to market the Trillium and Pollinator festivals; seconded by Mary. The vote was called; all ayes, no nays; motion carried.

**MARKETING POSTCARD.** The tourism commission will gather a list of upcoming events to be held in Pepin this year and publish a promotional postcard for wide distribution in the area. The postcard will be designed to drive people to the website for additional information. Sue will help Pat gather an event list and dates, and this topic will be further discussed in the February meeting.

**REFOCUSED MARKETING PLAN.** Gabby was present to discuss the new marketing plan for 2025 which will focus on the charm and uniqueness that make Pepin a destination year-round. A different focus will be featured each month and paired with blogs and photography. Some of the distinct aspects to be featured will be eco-tourism and sustainability, outdoor recreation,

history, arts & culture, natural beauty, birding, overnight lodging, etc., with an eye towards events going on in the area.

**OTHER BUSINESS.**

- Katie provided a recap of the Villa Bellezza Christmas Market and its successes and opportunities. She reported that the After Market Weekend will continue next year.
- Sue would like to open a discussion in February about purchasing street banners along Hwy 35.

**NEXT MEETING:** Wednesday, February 26, 2025, at 4 pm.

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

Sue Fedie- Acting Secretary

Approved: 02.26.2025

Posted: 02.28.2025