

Approved: 03.13.2024

Posted: 03.14.2024



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Pepin Tourism Commission Minutes

Wednesday, February 28, 2024 at 4:30 pm

CALL TO ORDER: Sue called the meeting to order at 4:30 pm

ROLL CALL: Roll call was taken. Present were Sue, Denise, Pat, Anne, Heidi and Mary was present via zoom. Others present were Tom Hanson, Leanna Kavanaugh, and via zoom were Gaby Peskar, Matt Sapola and Marya Morstadt.

SECRETARY'S REPORT: Heidi made a motion to approve the meeting minutes from January 24, 2024 with the change of Anne's last name from Wallin to Murray. Anne seconded the motion, a voice vote was called and unanimously approved and so passed. Heidi will make sure that the minutes are sent to Julie to post.

TREASURER'S REPORT: Sue made a motion to approve and pay the invoices for West Coast of Wisconsin of \$45.00 for our shared advertisement in the Wisconsin Great River Road publication, and HW Marketing Media LLC for \$1588.72. for January marketing work. Denise seconded the motion. A voice vote was called and unanimously approved and so passed.

The financial report and room tax revenue report were discussed.

HW MARKETING: Gaby discussed influencers who may be available to come to Pepin this season. She suggested that the commission review Marissa Younger and Miss Northerner as priorities; if one of them is not available this season, we should also review This Big Wild. The commission will review and research the influencers and report next meeting. Gabby wishes to be proactive with prescheduled posts using her "5-pillar" method: lodging, events, shopping, food/drink, area information and history. Gaby will create a content calendar for April and present to the commission in March. Gaby is willing to attend our next open house, Sue will let her know when that will be. Gaby is creating a blog landing page on DestinationPepin.com. Sue has written some blog posts and we'll open it up to others who wish to contribute posts in the future. At this time, Destination Pepin has a following of 313.

GRANT REQUESTS: Tom Hansen presented a grant application for the 2nd Annual Trillium Festival. Tom is requesting \$1430.00 for marketing this event, which will feature affiliated events throughout the West Coast of Wisconsin region, including Pepin. Sue made a motion to approve a grant for \$1430.00 to Tom

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Hansen for the Trillium Festival, Mary seconded the motion. A voice vote was called and unanimously approved and so passed.

Carey Worthy submitted a grant application for the Little House on the Prairie cast reunion. Denise made a motion to grant up to \$600.00 for the marketing of the Little House on the Prairie cast reunion. Heidi seconded the motion. A voice vote was called and unanimously approved and so passed.

PHOTOGRAPHY CONTRACT: A discussion was held on the photographs that Teddy Snider took. This was tabled until the March 27th meeting.

2024 PRINT AD: Heidi made a motion to submit a 2/3 ad in the Big River magazine for May/ June subscription and July/ August subscription. Anne seconded the motion; a voice vote was called and unanimously approved and so passed.

TOURISM OPEN HOUSE: Sue made a motion to table the Tourism Commission Open house until March 13th at 10:00 am. Heidi seconded the motion. A voice vote was called and unanimously approved and so passed.

SHORT-TERM RENTAL PROGRESSIVE OPEN HOUSE: Mary is going to gather information from the short-term rental owners and report back to the commission on March 13th.

GOVERNORS's CONFERENCE: The Governor's Conference on tourism was discussed. Sue will get an updated Pepin rack card to Alan to take to the conference. The WiGRR group will let us display our rack cards at their table.

ADDITIONAL TOURISM COMMISSION BUSINESS AND UPDATES: Marya discussed creating a directory of all short-term rentals.

The Traveler magazine is completed, Denise will have some at the Tin Roof.

PUBLIC COMMENTS: none

SET NEXT MEETING: A short meeting will be held on March 13 2024 at 10:00 am at the Village of Pepin Municipal Building. The next meeting will be held on March 27, 2024 at 4:30 pm at the Village of Pepin Municipal Building.

ADJOURN: Sue made a motion to adjourn, Heidi seconded the motion. A voice vote was called and unanimously approved and meeting was adjourned at 6:30 pm.