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PEPIN TOURISM COMMISSION MEETING MINUTES

Wednesday, March 4, 2026

CALL TO ORDER. Sue called the meeting to order at 3:30 pm

ROLL CALL: Present: Sue F, Pat S, Denise P, Mary P, Cheryl H

SECRETARY'S REPORT: The secretary's report of January 28, 2026 was presented for review. A motion was made by Mary and seconded by Cheryl to approve the meeting minutes. Vote called; motion carried unanimously.

FINANCE REPORT: Approval of invoices: No invoices were presented for approval. The tourism fund balance totals \$73,422.50. Pat reported that the Christmas pole lights were received, and there will be an invoice to pay.

GRANT PROPOSALS. Tom Hansen was present at the meeting to discuss the Trillium Festival on Saturday and Sunday, May 9 & 10, and the Pollinator Celebration on Saturday and Sunday, August 8 & 9. These events will be held at the Maiden Rock American Legion grounds and clubhouse. Tom discussed the itineraries, including keynote speakers and sessions of each event, and he reported that both events have grown every year since their inception. He estimated that each event costs about \$8000 to produce and market, and requested a grant of \$3000 per event, for a total of \$6000. After discussion, a motion was made by Denise to grant a total of \$6000 for the Trillium Festival and Pollinator Celebration, and Sue seconded the motion. Vote called; motion carried unanimously.

SEARCH ENGINE OPTIMIZATION EFFORTS. Jenny was unable to attend today's meeting; however, she and Gabby will connect to create a plan for search engine optimization, and they will present a proposal at the next meeting.

COST SHARE WITH TOURISM ENTITY: Sue reported that the decision made at the last meeting to reimburse lodging owners \$200 of a \$299 WCOW membership received no response. After discussion, the consensus was to propose the same program next year during WCOW's membership drive and to mail letters to lodging owners outlining the program and its deadlines. The commission will look for other potential cost-share opportunities to assist WCOW's budget.

VILLAGE MAP / FLYER: On Jenny's behalf, Sue reported that the first draft of the digital map has been completed on MapMe and demonstrated it on the Zoom shared screen. All members were pleased with its interactive features. Jenny has asked for help defining which businesses

should be on the map. For the illustrated print map, Jenny has received 3 quotes ranging from \$800 to \$1200, with a max 2-week turnaround. She plans to request samples and have additional information at the next meeting.

SIGNAGE:

- The directional business signs on Lake Street are now the responsibility of the tourism commission to update. PACC had been working with Anchor Promotions on updating the signs. They are in Red Wing, and Mary and Sue have their contact information.
- Adding information to the west end of Pepin on Hwy 35 will be less complicated if we simply add to the current Village sign. Sue will look at the sign and come back with a suggestion.

CHARGING STATION: For an electric car charging station to be impactful for Pepin tourism, it would need to be a commercial Level 3 (DC Fast Charging) station with high power output. This level of station would cost tens of thousands of dollars and require federal funding and financing sources. For now, we will ask Villa Bellezza if we can add their charging stations to our new village maps.

SHRPA: Sue presented a list of the shrpa content we currently have, and several other areas where we need additional content. There is one final content visit remaining in the 7-visit package we purchased last year, and Sue asked members to come back with content ideas. The commission must also decide whether to purchase additional content packages from shrpa or find local resources to fill in the areas where we're lacking content.

OTHER TOURISM BUSINESSES:

- The commission briefly discussed charts depicting room tax received since 2022 (through April 2026). Tourism Commission: \$301,669. Village of Pepin: \$123,414.36.
- Sue will draw up a plan for her tenure on the tourism commission and present it at the next meeting.

NEXT MEETING. March 25 @ 3:00 PM

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

Sue Fedie