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PEPIN TOURISM COMMISSION MEETING MINUTES

Wednesday, March 26, 2025

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

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

SECRETARY'S REPORT. The February 26, 2025 Tourism Commission meeting minutes were discussed. A motion was made by Sue to accept the minutes; seconded by Denise. Vote was called; all ayes, no nays; motion carried.

TREASURER'S REPORT.

- Invoices to pay include HW Marketing for \$1,093.72. A motion was made by Denise to pay the HW Marketing invoice; seconded by Katie. Vote called, all ayes, no nays, Motion carried.
- Big River Ad – Discussion about advertising in 3 issues of Big River Magazine with edits to the ad in each issue: May/June, July/Aug, Sept/Oct. A motion was made by Sue to purchase a 2/3-page ad in each of the 3 editions of Big River at the discounted cost of \$544 for each edition. The motion was seconded by Denise. Vote called; all ayes, no nays. Motion carried. Sue will submit the ad.
- Tourism Account balance: \$67,535.17.
- No current grants requests, but upcoming grant request to include Laura Days, Pepin Day, cost sharing with the Sportsmen to complete the boat launch ramp project.

SCHEDULE OF EVENTS POSTCARD. Members discussed the postcard draft and a few suggestions were made for photography changes. Sue will get a boating photo to Gabby and Katie will get a vineyard photo to Gabby. Gabby's designer will finalize the postcard and send a draft for review. Our goal is to have the postcard ready for distribution by early May.

HWY 35 BEAUTIFICATION. Pat has been in contact with the City of Red Wing regarding their large curb planters. She will get more information in the weeks to come.

WISCONSIN GOVERNOR'S CONFERENCE ON TOURISM. Sue, Denise and Mary spoke about their time spent at the WI Governor's Conference in early March. A lot of great tourism resources were provided and opportunities for shared event marketing on state social media channels were discussed. The attendees felt that the conference was very worthwhile.

CONTENT CREATORS. At the Governor's conference, Sue, Mary, and Denise met a rep from Shrpa, a company from Rochester, MN that connects content creators with destination marketing groups. Sue used a PowerPoint presentation to illustrate Shrpa's business model and recommended that we hire them to help us build a library of visual and written content for our social media and website. After much discussion, the tourism commission decided this would be an effective way to create content supporting Pepin's digital presence. Denise made a motion to purchase the services under Shrpa's Destination package for \$8600, which will provide us 7 creator visits per year. Mary seconded the motion. Vote called, all ayes, no nays. Motion carried.

NEXT MEETING. April 23 @ 4:00 PM

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

Anne Murray, Sue Fedie