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PEPIN TOURISM COMMISSION MEETING MINUTES

Wednesday, May 28, 2025

CALL TO ORDER. Sue called the meeting to order at 5:30 pm

ROLL CALL: Present: Sue F, Katie K, Pat S, Jenny B; Denise P, Mary P. Guests: Gabby P (via Zoom), Randy Kallstrom, Mike Michaud

SECRETARY'S REPORT. The April 23, 2025, Tourism Commission meeting minutes were reviewed. Two context edits were suggested. A motion was made by Denise to accept the minutes with the two edits; seconded by Katie. Vote was called; all ayes, no nays; motion carried.

FINANCIAL REPORT.

- Invoice presented for payment is HW Marketing for \$1,633.72. A motion was made by Sue to pay the HW Marketing invoice; seconded by Mary. Vote called, all ayes, no nays, Motion carried.
- Room tax account balance is currently \$62,790.18. This balance includes 1st Quarter revenues of \$14,909.80.
- A grant request was presented for Pepin's Crazy Days for \$750 to cover marketing costs. The event is to be held on the established 3rd week in July on Thursday the 17th & Friday the 18th. Denise reported that she has contacted dining and retail establishments, and there will be fliers distributed with a QR code. It is expected that several Pepin businesses will offer specials and deals to attract customers. A motion was made by Mary to approve this grant request; seconded by Jenny. Vote called, all ayes, no nays. Motion carried. Denise will get the notice on our social media accounts, and she will submit invoices for payment.

SHORT-TERM LODGING DISCUSSION. At this time, the commission engaged Randy K. and Mike M. in discussions about short-term rentals. Everyone agrees that these rental facilities are essential to the village to support tourism, local businesses, and our wedding venues. However, due to some local opposition to these rentals, the village must take action to balance community needs with the reported challenges of guest compliance, density, local housing shortages and decreases in utility usage. The discussion concluded with a consensus that a village moratorium on short-term rental licensing is necessary to allow for research and informed decision-making. The examination of these issues will be referred to the Planning Commission, and the Tourism Commission requested a seat at the table to participate in the conversation. The village will notify the Tourism Commission when a Planning Commission meeting is scheduled.

HWY 35 ENHANCEMENTS. Pat presented a portfolio of finish samples for the large veneer stoneware pots manufactured in Wausau. Jenny will work with Pat to research and recommend

color selection, finishes, and costs for planter placement along Highway 35. Pat will follow up on metal pole art street banners.

WEBSITE UPGRADE. Gabby reported on the migration of the DestinationPepin.com website to a more robust platform in order to achieve a more comprehensive vision of Pepin's tourism potential. The new site has been launched, and Gabby requested feedback. Sue will collect feedback from commission members and pass it along to Gabby.

TRAVEL TV LIVE STREAM CAMERA. Sue introduced the offer from Travel TV for a webcam that can be integrated with our website and social media platforms. The commission asked for more information on costs and contract requirements, which Sue will research and bring to the next meeting. A motion was made by Denise to table this discussion until the June meeting; seconded by Jenny. Vote called, all ayes, no nays, motion carried.

CONTENT CREATORS (SHRPA). The content from the last content creator has been integrated into DestinationPepin.com. Sue and Gabby are now working on itineraries for content creators to cover retail and the arts in Pepin.

OTHER TOURISM COMMISSION BUSINESS. Denise reported that WCOW has designated tourist information centers in Stockholm at Hugga Bugga and in Pepin at Tin Roof Boutique. Each information center will provide local business info and be marked with a feather sign.

NEXT MEETING. June 25 @ 5:30 PM

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

Sue Fedie