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Pepin Tourism Commission Minutes

Wednesday, July 31, 2024 at 5:15 pm

CALL TO ORDER. The meeting was called to order by Sue Fedie at 5:15 pm.

ROLL CALL: Present: Mary P, Katie K, Sue F. Pat S. By Zoom: Denise P.

SECRETARY'S REPORT. The June 26, 2024 Tourism Commission meeting minutes were discussed. A motion was made by Katie to accept the minutes as written; seconded by Mary. Vote was called; all ayes, no nays; motion carried.

FINANCIAL REPORT. Invoices presented for approval: Kristen DeBels (influencer) 4950.58; Peter Sieve (for marina bungalow); HW Marketing 1566.22. It was recalled that Peter Sieve had agreed to allow a 25% discount for the bungalow rental, and Sue will contact him for an adjustment to his invoice. A motion was made by Denise to approve invoices which will include a revised invoice from Peter Sieve; seconded by Mary. A vote was called; all ayes, no nays; motion carried.

Sue reviewed the treasurer's report and budget. The current treasury balance is \$38,273.32, with 5476.28 remaining in Tourism Promotion. On the August agenda, the budget will be discussed further, and any necessary adjustments will be approved to accommodate upcoming 2024 grant expenses.

GRANT REQUESTS. Sue presented a \$3500 grant request for Laura Days. This is a well-established, 2-day event which promotes overnight stays in Pepin. After further discussion, Denise made a motion to grant \$3500 to market Laura Days; seconded by Katie. A vote was called; all ayes, no nays, 1 abstention (Sue); motion carried.

2025 PRINT AD PROPOSALS. Rosemary Mansfield is soliciting a repeat Destination Pepin ad in the St. Croix Valley Visitor Guide. The Pepin page advertorial will be 510.00 (10.00 increase) and the ½ page ad will be 910.00 (same as last year), for a total of 1420.00. There was consensus that we need to repeat this marketing presence for at least another year or two to measure its success in the St. Croix market. A motion was made by Sue to purchase ad space and a Pepin page in this publication; seconded by Denise. A vote was called; all ayes, no nays; motion carried.

Mac Cherry is soliciting a repeat Destination Pepin ad presence in the Sept/Oct issue of Big River Magazine at a cost of 567.00. After discussion about updating the ad with fall and holiday photography, a motion was made by Sue to purchase ad space with updated photography, in

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the Sept/Oct issue of Big River Magazine; seconded by Katie. A vote was called; all ayes, no nays. Motion carried.

UPCOMING PEPIN EVENTS.

- Pepin Days is to be held on August 10 from 2 pm – 10 pm, including music, fun, games, and food & refreshments. Volunteers are still needed for all areas. There have been some generous prizes donated so far.
- The Flags of Valor will be featured in the Laura Ingalls Wilder Park over the August 10 weekend. Volunteers are needed to help set up flags. Anyone can purchase a tag to commemorate or honor a serviceman or servicewoman.
- Laura Days is upcoming on September 14 & 15. Lots of things planned, and help is always needed.

NEXT MEETING: Wednesday, August 28, 2024 at 5:15 pm.

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

Sue Fedie, acting Secretary