

Approved: 12.4.2024

Posted: 12.5.2024



"Equal opportunity Provider & Employer"

508 Second Street, P.O. Box 277, Pepin, WI, 54759, Phone 715-442-2461

Emails: clerk@pepinwisconsin.org and treasurer@pepinwisconsin.org

PEPIN TOURISM COMMISSION MINUTES

Village of Pepin Municipal Building

Wednesday, October 23, 2024, at 5:15 pm

Meeting was called to order – Roll call taken by Sue – Pat, Mary, Katie and Anne all present. Denise was on zoom.

Secretary's Report. Secretarial minutes were reviewed and approved.

Approval of Invoices. Approval was needed on the following:

Gabby's monthly invoice – Sue made a motion to pay the monthly invoice and Mary would second it. All ayes for unanimous approval. (Gabby was present on Zoom)
Sue reported that Tom Cooper-Hansen had offered her several fall photos of this region to add to our photo library at \$75 each. After discussion, Anne would make a motion to accept the invoice for \$525, and Mary would second it. All ayes for unanimous approval.

The Treasurer's report – current amount \$51,000.58. No action was needed.

Grant proposals.

- Katie gave a breakdown of the Villa's Christmas Market which would start on November 16th. She discussed the proposed marketing grant request by Villa Bellezza. After discussion, Sue made a motion to grant \$2800 to Villa Bellezza for paid social media marketing and \$2400 to host Santa & Mrs. Claus for a total of \$5200.00. Mary seconded the motion. Vote was called and ayes for unanimous approval.
- Denise presented a grant request for River Road Doe on the Go event to be held in area businesses in Pepin, Nelson, and Stockholm on Saturday, November 23. Anne made a motion to accept the invoice, and Mary would second the motion. All ayes for unanimous approval.

Influencer. Gabby discussed the details of Julia's (That Wisconsin Couple) visit to Pepin with two companions, arriving Nov 15th, 16th & 17th. The stay will be at the Riverview

Approved: 12.4.2024

Posted: 12.5.2024

Respite. Mary will reach out to Gabby on the payment details for lodging. No action was taken.

Thankful Grateful Campaign – Discussion. No action was taken.

Marketing Content. Discussion on the possibility of hiring a contracted marketing representative to gather and feed content to Gabby for Destination Pepin. This was just the start of a discussion – No action was taken at this time, but further discussion to be had in the future.

Next meeting date. The scheduled November date is the evening before Thanksgiving so Sue will check the clerk's calendar for options and get back to the commission.

Adjournment – Katie made the motion to adjourn – seconded by Mary. Meeting Adjourned.