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Pepin Tourism Commission Minutes

Wednesday, June 12, 2024, at 10:00 a.m.

CALL TO ORDER. The meeting was called to order by Sue at 10 am.

ROLL CALL: Mary P, Katie K, Denise P (via Zoom), Sue F

SECRETARY'S REPORT. The May 22, 2024, Tourism Commission meeting minutes were discussed. A motion was made by Denise to accept the minutes; seconded by Katie. Vote was called; all ayes, no nays; motion carried.

FINANCIAL REPORT. Two invoices were presented. The Villa Bellezza open house invoice for \$1542.00 had been reduced by \$210, from \$1752.00, with 3 payments made directly to Villa Bellezza by Sue, Heidi, and Pat to purchase pizza leftover from the event. This expense had already been approved for payment at the May meeting. An invoice for \$647.49 in conjunction with the Special Event Signage grant was presented. A motion was made by Sue to approve the signage grant payment; seconded by Denise. A vote was called; all ayes, no nays; motion carried.

GRANT REQUEST. Members discussed the WCOW grant request for \$4000 to market the Grateful/Thankful holiday campaign throughout the west coast of Wisconsin. After much discussion, members reached a consensus that the PTC must fund this grant at a level that ensures its success and successfully supports tourism along the west coast of Wisconsin, and in Pepin specifically. Sue made a motion to grant \$3250 to promote this 8-week holiday campaign; payments will be issued on receipt; seconded by Katie. A vote was called; all ayes, no nays; motion carried. A suggestion was then made to utilize the \$750 difference to emphasize Pepin's holiday events and support our lodging facilities. The Peppies will be asked to participate in coordination of these plans.

ADDITIONAL BUSINESS.

- There was discussion on the upcoming Pepin Days event planned for August 10. It is anticipated that a grant request will soon be made, and commission members discussed making an allowance to exceed the commission's customary limit of paying marketing and advertising costs only because the Pepin Days committee will need deeper funding to help with start-up costs, tent, porta-potties and other similar expenses. The general consensus of members was that restrictions could be relaxed for this event which will benefit the village as a whole, but the final decision will be made once the grant request has been received.

Approved: 06.26.2024

Posted: 06.27.2024

- Denise reported that Crazy Days will be held in Pepin on Thursday, July 18 & Friday, July 19. Posters will go out this weekend.

NEXT MEETING: Wednesday, June 26 at 5 pm

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

Sue Fedie, acting Secretary