**Tourism Commission Meeting**

Village of Pepin Municipal Building

Monday, December 4, 2023, at 5:30 p.m.

Sue called the meeting to order at 5:30 p.m.

Roll call was taken- Anne, Heidi, Pat, Denise, Sue and Mary were present.

Sue made a motion to accept and approve the meeting minutes from 11/15/2023. Anne seconded the motion. A voice vote was called and unanimously approved and so passed. Heidi will get the minutes to the village clerk.

Three invoices were presented: Pepin Stitch-n-Print $654.24 from the Pepin Peppies; HW Marketing $1453.72; and Pepin County Tourism ½ page ad $483.00. Denise made a motion to approve the paying of all invoices, Heidi seconded the motion. A voice vote was called and unanimously approved and so passed.

West Coast of Wisconsin & River Travel Media gave a presentation on the first year of establishment. WCOW is focusing on bridge to bridge (Nelson to Bay City). The bulk of the lodging is in Pepin. River Travel Media is charging $10,000.00. WCOW is paying $5000.00 and is requesting that the Tourism Commission pay $5000.00. Heidi made a motion to approve paying $5000.00 to the River Travel Media with the stipulations that Pepin gets represented, that this is a year-by-year commitment, and WCOW try to enlist more members. Anne seconded the motion. A voice vote was called and unanimously approved and so passed. Sue and Denise abstained from voting because they are WCOW members.

Gaby reviewed the HW Marketing plan. The first goal is to get Destination Pepin the only website. Sue hopes to convince PACC to take down their website. HW Marketing will provide monthly emails that will let each business owner know what is happening when and where. Gaby said that we will collaborate with businesses and clubs to develop a calendar of events. Gaby will be in touch with an influencer to come to Pepin. Gaby will start a campaign to get the local businesses involved, the businesses can get us their information, and we will make sure that it gets on the website. Gaby is going to come to more meetings.

No additional business and updates,

No public comments

Next meeting will be Wednesday January 24, 2024, at 4:45 p.m. at the Village of Pepin Municipal Building.

Sue made a motion to adjourn Denise seconded the motion, a voice vote was called and unanimously approved, and meeting is adjourned at 7:50 p.m.

Drafted by Heidi Baader