

Approved:05/27/2026

Posted:05/29/2026



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PEPIN TOURISM COMMISSION MEETING MINUTES

Wednesday, April 29, 2026

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

ROLL CALL: Present: Sue F, Pat S, Jenny B, Denise P, Mary P, Cheryl H

SECRETARY'S REPORT: A motion was made by Denise to approve the secretary's report as written, seconded by Jenny. Vote called; motion carried unanimously.

FINANCE REPORT:

- Approval of invoices: Invoice #1213 was due to HW Marketing for \$1,70.00. A motion to pay this invoice was made by Denise and seconded by Mary. Vote called; motion carried unanimously.
- Financial report review: Current balance is \$51,827.76.

ELECTION OF OFFICERS. At this time, Jenny reported that she would be resigning from the tourism commission due to schedule restraints.

Chairperson: Sue has agreed to continue in her position until we find a sixth member to fill Jenny's seat.

Vice Chairperson: Denise nominated Mary for this position, and Mary accepted the nomination. Jenny seconded the motion.

Secretary: Denise nominated Cheryl for this position, and Cheryl accepted the nomination. Mary seconded the motion.

There were no further nominations for any officer positions. A vote was then called to approve the slate of nominated members. With all votes in favor and no votes against, the motion was carried unanimously.

GRANT PROPOSALS. A grant proposal for up to \$5,000 was received from Lake Pepin Campground to support the July 4th fireworks display. No other grant proposals were presented at this meeting. Additional funding will come from donations made by campers and attendees of the fireworks event. The commission members requested that the campground manager develop a marketing program for the event, including posting information on Destination Pepin's and West Coast of Wisconsin's websites, Riverlist, and creating posters to distribute throughout the region. After covering marketing costs, any remaining funds may be allocated for insurance expenses. Sue made a motion to conditionally approve the \$5,000 fireworks grant,

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contingent on implementing adequate marketing efforts, which she will discuss with Teresa at the Campground. Invoices must be submitted for payment. The motion was seconded by Mary. A vote was called, and all present voted in favor; the motion carried unanimously. It was mentioned that people requesting grants should attend the tourism commission meeting to answer questions about their event.

MEETING FREQUENCY: This issue will be tabled until we can fill Jenny's seat on the commission and identify someone to replace Sue as chair.

SEARCH ENGINE OPTIMIZATION EFFORTS. The commission will table this discussion until the next meeting, and Jenny reported that she has investigated a Red Wing company that may be able to pick up the SEO project, so we don't need to restart from scratch in her absence. She will bring their name to the next meeting.

HW MARKETING UPDATE: Gabby will set an itinerary for a Shrpa visit on Mother's Day weekend.

MAPPING PROJECTS: Jenny presented the latest draft of the print map and noted the suggestions to improve it, which she will bring back to the artist. When she gets a new draft, she will distribute it via email for feedback; if necessary, we can schedule a Zoom meeting to approve it.

SIGNAGE:

- Sue presented the draft for the directional signs and requested feedback. Two new signs, "Rural Ride Service" and "Makers Market", will be added to the list of signs. Mary will discuss the wording for her sign with Judith. It was suggested that the three sign poles be painted before the directional arrow signs are hung, and Sue will look into finding someone to handle that project. Sue made a motion to approve the directional signs, including the two new signs, and Jenny seconded the motion. A vote was called, and it passed unanimously.
- Sue will get pricing on the "Shopping – Lodging – Dining" signs to the next meeting.

PLANTERS: The commission has decided to postpone the Hwy 35 planters project until a solution for daily watering is identified. Mary inquired about beautification funding from the TIF program. Pat will include this topic in the agenda for the next TIF committee meeting for discussion. However, she believes that street and infrastructure projects will take priority.

OTHER BUSINESS:

Denise offered to invite Steve Macke to the next tourism commission meeting to discuss marketing funds, and everyone agreed that it was a good idea.

There was a discussion on the lack of listings under the Calendar of Events on DP.com. Sue will ask if we can link to WCOW's calendar of events.

The Commission chair and vice chair were asked to create job descriptions of their positions.

NEXT MEETING: Wednesday, June 24, 2026, at 5:30 pm

ADJOURN: There was no further business to discuss, and Sue made a motion to adjourn, which was seconded by Jenny. Vote called; all ayes for unanimous approval. Meeting adjourned.

Submitted by Sue Fedie