



Equal opportunity Provider & Employer"

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PEPIN TOURISM COMMISSION

Wednesday, February 26, 2025

CALL TO ORDER. Sue called the meeting to order at 4:00 pm

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

SECRETARY'S REPORT. The January 22, 2025 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.

PUBLIC COMMENTS: Tom Hansen was present to thank the tourism commission for the grant money directed toward marketing the Trillium and Pollinator festivals and the components of those events being planned for Pepin. Tom reported that both events have been ramped up to 3 days each, lasting from Friday evening through Sunday, and he expects to get good engagement. There are speakers lined up to provide meaningful expertise, and there are several workshops scheduled which will be led by various experts. Posters and brochures are being created.

FINANCIAL REPORT. An HW Marketing invoice in the amount of \$1,251.22 was presented for approval. A motion was made by Sue to approve the invoice; seconded by Denise. A vote was called; all ayes, no nays; motion carried.

Sue reviewed the treasurer's report and budget. The current treasury balance is \$76,245.25. This includes the 2024 4th quarter revenue of \$18,793.87.

GRANT REQUESTS. No current grant requests are on the table. Upcoming expected grant requests will be submitted by the Laura Days and Pepin Days Committees.

SCHEDULE OF EVENTS POSTCARD. The draft events postcard was discussed. It needs several edits, which the commission will work on.

STREET BANNERS. Banners and planters were discussed as ways of brightening up Hwy 25 through the village. The commission will look into the costs of both.

BIG RIVER AD. After discussion, a motion was made by Denise to place a 2/3-page ad in the Big River Magazine in 3 issues for a cost of \$1632: May/June, July/August, September/October. Katie seconded the motion. Vote was called; all ayes, no nays; motion carried.

GABBY'S REPORT. Gabby discussed the upcoming blog posts and related themes for the webpage, including birding, Tiffany Bottoms, Harbor View opening, WiGRR. Also planned are short-term lodging blogs that feature different locations in Pepin. Gabby will get contact information from the lodging owners to communicate the plan and let them know that they will eventually be featured. Gabby will put together an ad dollar strategy to break down the potential costs of buying Google ads and social media ads.

OTHER TOURISM BUSINESS.

- Discover Wisconsin featured a program on Wisconsin's Great River Road recently.
- The Wisconsin Governor's Conference on Tourism is coming up on March 9-11 at LaCrosse Center. Mary, Denise, and Sue are registered to attend. Alan from Stockholm and LeAnna Kavanaugh from Pepin County are also attending.

NEXT MEETING: Wednesday, March 26, 2025 at 4 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 sec.