

De Soto Area Tourism Commission

Meeting Minutes

7:00 PM Monday May 20, 2024

Present: Janice Vanevenhoven. Mitchell Schiffer, Joshua Petzel, Gary Mulford, Jenn Swiggum. Pamela Cotant

Absent: Ryan Beeman, Kari Beeman, Justin McCumber, Carrie Brudos, Cindy Eisenman.

=> The Treasurer's 1Q2024 Report was presented as follows: Revenue Received \$3,520.73, Revenue Due \$270.45, Donations \$500.00, Total Revenue \$4,291.18, Expenses \$0.00. 1Q2024 Collections expense and Secretarial expenses will be considered at the June meeting.

=> The Wheatland Room Tax Information Meeting (4/23) was reported by Janice as being well attended and highly positive.

=> The Tourism Logo is near final form and will be shared at the June meeting for adoption. A suggestion to add the Great River Road symbol to the Logo was made by Josh. Janice will investigate the idea. The Tourism Tag Line is finalized and will be incorporated into the Logo.

=> The Tourism pamphlet prepared by Jenn was distributed during Rummage Along the River. The pamphlet was well done and attractive. It was discovered that the telephone number as listed for A Place To Sew is incorrect. Future versions of the pamphlet will include a correction.

=> The De Soto Area Tourism Facebook Page is being worked on and will be available for demonstration at the June meeting.

=> A 12 Month De Soto Area Events Calendar was created by Janice and Jenn. It includes events that are likely to be of general interest and within a 30 minute driving time radius of De Soto. It will be maintained in the Tourism Commission website and published as a pamphlet or flyer for handout.

=> A Revenue/Expenditures outlook and Room Tax Rate comparison spreadsheet was presented by Gary Mulford. It was agreed that the Room Tax Rate should not be modified at this time and another review be done 7-1-2025 using actual collections data.

=> De Soto Area Tourism feature articles in the Kwik Trip “On Wisconsin Outdoors” newspaper and the Waukon “Standard” newspaper are being pursued by Julie Berg-Raymond.

=> Janice reported the Town of Wheatland website has been updated and now includes overnight lodging information links as a portal to more specific lodging information.

=> Three potential De Soto Area Tourism website creation vendors were identified: Orange Computer, Top Dog, and another vendor identified by Justin McCumber (name not available). It was agreed to begin a vendor selection process and arrange presentations by these vendors.

The next meeting is June 17 at 7 PM. A Motion was made by Mitch Schiffer, seconded by Jenn Swiggum to adjourn the meeting. Motion carried.