

De Soto Tourism Commission

Meeting Minutes

June 17, 2024 at 7:00 pm

Members Present: Kari Beeman, Joshua Petzel, Pamela Cotant, Janice Vanevenhoven, Justin McCumber, Mitchell Schiffer & Jennifer Swiggum. Absent: Ryan Beeman. Attending: Gary Mulford, Carrie Brudos, Cindy Eisenman, and Tammy Whyte.

=> Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to approve the agenda. Motion carried.

=> Motion made by Jennifer Swiggum, seconded by Mitchell Schiffer to approve the May 20, 2024 meeting minutes with revisions as stated. Motion carried

Continued topics:

=> Review and Adopt Tag Line and Logo Proposals

Janice Vanevenhoven explained the status. The paddlewheel from the Great River Road logo will be incorporated. Joshua Petzel discussed the Tag Line. Near Everything, Away from it All was chosen. Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to accept "Near Everything, Away from it All" as tagline. Motion carried.

=>DeSoto Area Tourism Facebook Page Demo

Joshua Petzel has been working on it. He is designing it. We need two admins. Joshua Petzel and Jennifer Swiggum volunteered.

=> Status of De Soto Area Tourism Feature Articles in Kwik Trip "On Wisconsin Outdoors" and Waukon IA "Standard".

Gary Mulford discussed On Wisconsin Outdoors. Jeremy Troendle from Waukon IA Standard takes care of advertising. Circulation is 10,000 weekly. Pricing was also discussed. Pamela Cotant will work with Julie Raymond on the weekly Northeast Iowa Extra Shopper.

=> Website Designer Selection.

We need three bids for website development. Orange Computers, Top Dog, Sleeping Giant Studios and Justin's brother-in-law were considered. We will have them present their ideas for a website at a meeting.

New Topics:

=>1Q2024 Collection Expense and Secretarial Expenses

Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to pay 1st Qtr. 2024 collection expense and secretarial expenses from September 2023 to end of 1st Qtr. 2024. Motion carried.

=>Publication of a De Soto Area Tourism Newsletter for Lodging Owners

We will send a quarterly newsletter to our lodge owners, we will let them know what we are doing and what we have accomplished. Janice Vanevenhoven will get a roster of lodge owners.

=>Advertising in “Great River Road Wisconsin” Magazine

There was discussion on advertising a ¼ page in the publication, once a year.

=>Event Planning and Proposals

It was briefly discussed

=>Other topics

The next meeting will be July 15 at 7 pm.

Motion made by Mitchel Schiffer, seconded by Joshua Petzel to adjourn the meeting. Motion carried.