

De Soto Tourism Commission

Meeting Minutes

July 15, 2024

Present:, Pamela Cotant, Gary Mulford, Josh Petzel, Mitch Schiffer, Jenn Swiggum,

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

=> Motion made by Mitch Schiffer, seconded by Jenn Swiggum to approve the agenda. Motion carried.

=> Motion made by Mitch Schiffer, seconded by Josh Petzel to approve the June 17, 2024 meeting minutes. Motion carried

Continued Topics:

=> Discussed the delay of 1Q2024 expenses payments due to problems with correctly establishing the Commission's checking account at River Bank. The problems have been resolved and payments will be made now.

=> Julie Berg-Raymond will author a news worthy article in the Waukon Standard on the establishment of the De Soto Area Tourism Commission. She plans to interview some Commission members for the article. Julie will also assemble photographs and copy for an advertisement in the NE Iowa Shopper. Julie has generously offered to do this work at no cost to the Commission.

=> Recent material in the Editorial Opinion section of the On Wisconsin Outdoors magazine was discussed. It was asserted that many of the readers of the magazine might be attracted to the De Soto Area. Our consensus was that, although we may disagree with the stated opinions, the expressed opinions maybe acceptable to readers of the magazine and we should not risk forfeiting the readers patronage of the De Soto Area because of differing opinions.

=> Three or four web site design vendors will be contacted and asked to provide information on developing the Commission website. Examples of their work and other information about the vendors will be distributed to all members.

=> A finalized version of the Lodging Roster is not yet available

New Topics:

=>Event Planning and Proposals. - Possible events were discussed. An Ice Fishing Derby on De Soto Bay was a popular idea. No decisions were made. It was agreed that we must start work on organizing an event for 2025 in the near future.

=> Other topics - None

The next meeting will be Monday August 19 at 7 pm.

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