

De Soto Tourism Commission

Meeting Minutes

November 25, 2024 at 7:00 pm

Members Present: Kari Beeman, Janice Vanevenhoven, Jennifer Swiggum, Mitchell Schiffer, Regina Ray, Joshua Petzel. Absent: Pamela Cotant & Amy Boardman. Attending: Gary Mulford, Carrie Brudos

=> Motion made by Jennifer Swiggum, seconded by Janice Vanevenhoven to approve the agenda. Motion carried.

=> Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to approve the October 21, 2024 meeting minutes. Motion carried

Continued topics:

=>Minutes of Last Meeting and Treasurer Report – Carrie

The minutes of the last meeting were reviewed. The Treasurer's report will be presented and reviewed.

=> Collection of 3rd Party Booked Room Taxes – Carrie

3rd Party Booked Room taxes are starting to be received.

=> Distributions to Gov'ts (30% of Collected Taxes) – Janice/Mitch

Gary Mulford handed out room tax revenue distribution to taxing jurisdictions. Motion made by Jennifer Swiggum, seconded by Kari Beeman to approve 30% distribution to Village of De Soto in the amount of \$4,423.03. Motion carried. Motion made by Jennifer Swiggum, seconded by Kari Beeman to approve 30% distributions to the Town of Wheatland in the amount of \$498.43. Motion carried.

=>Website Development-Project Leader Selection – Gary

The \$1,200.00 down payment has been made to WebWise. Gary wants someone to be project leader to head up the website development. Work with content such as pictures, title and captions. Jennifer Swiggum volunteered to co-chair the website development.

=> De Soto Area Business Development – Regina/Mitch

Ideas for businesses to go into the old River Lounge were discussed.

=> EV Charging Station - Pamela

Electric charging station installation prices were discussed (\$23,000) A grant of \$15,000 is possible. Joshua Petzel will work with Pamela Cotant.

=> Kayak/Canoe Race Event Planning Leaders -Janice/All

Vendors, advertising and volunteers were discussed. Action item: Fish Buoy's for land markers. The Fire Departments with rescue boats will be ready for the event. There will also be a demonstration by the fire department. Approval of using Cottonwood Park is secured. Local artisans with a vendor approval process and fee were discussed. We still need a facelift to Veteran's Park for the event.

New Topics:

=> 2025 Great River Road Travel & Visitor Guide -Ad -Gary

We will need costs for ad. Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to put a cap on spending \$1,000.00 on an ad in the 2025 great River Road Travel & Visitor Guide. Motion carried.

=>Other Topics – Time Permitting

Motion made by Joshua Petzel, seconded by Kari Beeman to adjourn the meeting.

The next meeting will be January 20,2025 at 7 pm. Motion carried.