

De Soto Tourism Commission

Meeting Minutes

January 20, 2025 at 7:00 pm

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

=> Motion made by Janice Vanevenhoven, seconded by Kari Beeman to approve the agenda with the amendment of adding Joint Banking Account and Tourism Idea-Monthly to Continued Topics. Motion carried.

=> Motion made by Janice Vanevenhoven, seconded by Amy Boardman to approve the November 24, 2024 meeting minutes. Motion carried

Continued topics:

=> Minutes of Last Meeting and Treasurer Report – Carrie

The minutes of the last meeting were reviewed. The Wheatland Treasurer's report was reviewed. The De Soto Treasurer's report will be presented next month. Motion made by Kari Beeman, seconded by Amy Boardman to accept Town of Wheatland's treasurer's report. Motion carried.

=> Wheatland 3Q2024 Tax Collection status – Cindy

The Town of Wheatland has had a substantial increase in Room Tax Receipts for 3rd Quarter 2024. Any delinquent overnight lodging proprietors will be sent a reminder letter.

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

3rd Party Booked Room taxes are being received. No change from last meeting.

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

The 30% distribution to the Village of De Soto in the amount of \$4,423.03 was remitted.

=> Website Mock Up Preparation - Jenn

Pictures, logo information etc. are being gathered.

=> Great River Travel Guide Ad- Pamela

We will go with a ½ page ad. The price will be \$997.50. Pamela presented a sample of the ad. It will contain the slogan "Near Everything, away from it all" We will try to get the Great River Canoe Race in the ad.

=> EV Charging Station – Pamela/Joshua

Lansing got a grant to install an electric charging station. We will get more ideas and information from Lansing.

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

The vendor letter is ready to disburse to the group. Janice Vanevenhoven went to a De Soto Park Committee meeting. The park committee will help with the event. The two parks will be given a facelift.

=> Joint Banking Account

We will need to apply for an EIN to form a joint banking account. Janice will apply for one.

=> Tourism Idea – Monthly

Amy Boardman brought up different ideas like Movies in the Park and Winter Skating.

New Topics:

=> Blighted Property Identification – Gary

Tabled until next month

=> Blighted Property Remedy Expenses – Gary

Tabled until next month

=> Other Topics – Time Permitting

Motion made by Kari Beeman, seconded by Janice Vanevenhoven to adjourn the meeting.

The next meeting will be February 17th 2025 at 7 pm. Motion carried.