

De Soto Area Tourism Commission Meeting

7:00 PM Monday April 21, 2025

De Soto Community Center

Agenda:

- => Additions to Agenda and Agenda Approval
- => 3-17-2025 Meeting Minutes Review and Approval
- => De Soto Revenue/Expenses Report/Collection Issues- **Carrie**
- => _Wheatland Revenue/Expenses Report/Collection Issues- **Cindy**

Continued Topics:

- => Summer Movies in the Park - 6/13 and 7/11 - **Amy**
- => Great River Canoe Race Status - **Janice / Regina**
 - Sub-Committee Leaders
 - Event Planning Meeting
 - Jem Grant Application
 - Meeting w/Jud Steinback
- => Advertisement in On Wisconsin Outdoors (Dick Ellis) - **Pamela**
- => Cresco Shopper - De Soto Information - **Jenn**
- => Waukon Standard 2025 Tourism Guide - De Soto Information - **Emma**

New Topics:

- => Wisconsin Governor's Conference on Tourism 2025 - **Regina**
- => Travel Brochures Distribution - **Regina**
- => Revised Room Tax Return - **Gary / Carrie / Cindy**
- => Free Hotdog/Lemonade Stand for Rummage Along the River - **Gary**
 - Distribute: Rack Cards, Lodging Pamphlets, Travel Brochures
- => De Soto Cleanup Day - Blighted Property Volunteers - **Gary / Lacey**
- => Driftless Wisconsin (<https://driftlesswisconsin.com/>) - **Gary**
- => Driftless Area Magazine (<https://driftlessareamag.com/unicdn/>) **Gary**
- => Chief Winnesheik Historical Tribute - **Gary / Regina**