

De Soto Tourism Commission

Meeting Minutes

February 17, 2025 at 7:00 pm

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

=> Motion made by Mitchell Schiffer, seconded by Joshua Petzel to approve the agenda. Motion carried.

=> Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to approve the January 20, 2025 meeting minutes. Motion carried

=> De Soto Treasurer Report – Carrie

There was discussion on AIRBNB payment in the 4th Qtr. of 2024. There is a potential overpayment by lodge owners. The De Soto Treasurer's report was reviewed and discussed.

Wheatland Treasurer's Report-Cindy

Continued topics:

=>**EIN Application and Joint Banking Account – Janice**

Janice is working on SS-4 application and waiting to hear back.

=> **Winter Ice Skating / Summer Movies in the Park - Amy**

The Summer Movies in the Park are tentatively being set for the 2nd Friday in June & July. Amy Boardman submitted prices on screens and projectors. Winter Ice Skating will be Saturday afternoons. A donation of ice skates and recruiting volunteers was discussed.

=> **Area Tourism Window Stickers for Merchants - Janice**

The stickers will be our logo. They can be printed in 3X 6 size on the printer. Motion made by Mitchell Schiffer, seconded by Joshua Petzel to order stickers for windows not to exceed \$50. Motion carried.

=> **Website Mock up Status – Jenn**

She is working with John Wells on the website. What is our URL? Jennifer Swiggum asked for pictures of the area.

=>**FB Page Updates and Curating - Jenn**

Jennifer Swiggum volunteered to curate the FB page. She will update weekly.

=> **EV Charging Station Update– Pamela/Joshua**

Joshua Petzel reported different levels of charging stations. We need Level 2 chargers which run around \$50,000. Joshua talked to Vernon County. It will take until next year.

=> **Great River Canoe Race Status -Janice**

Regina sent out an event list to everyone. The Promo Poster is almost done. The Vender application is ready. We could rent Kayaks from the local guide service (Mary Green Marvel).

New Topics:

=> **Commission Projects and Work Items – Gary**

The rack cards are almost done. We need 1000 of them. Motion made by Janice Vanevenhoven, seconded by Jennifer Swiggum to purchase 1000 cards for cards and racks for \$320.00. Motion carried

Jennifer Swiggum asked if we could reprint the tourism pamphlets. Motion made by Mitchell Schiffer, seconded by Joshua Petzel to reprint \$125.00 worth of tri-fold pamphlets. Motion passed by unanimous vote.

There is a creative fee for the ad in the Great River Road Magazine. Aubrey McCarty will be paid the creative fee.

=> **Blighted Property Identification & Remedy Expenses – Gary**

Tabled until next month

=>**Ad in “On Wisconsin Outdoors” (Dick Ellis) – Pamela**

Ad in On Wisconsin Outdoors. \$500 = 1/4 page & \$750=1/2 page. Pamela Cotant will look into it.

=> Commission Voting Memberships – Closed Session - Gary

Motion made by Mitchell Schiffer, seconded by Jennifer Swiggum to go into closed session. State Statute 19.85

1(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. Motion carried.

Motion made by Mitchell Schiffer, seconded by Jennifer Swiggum to reconvene into open session.

Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to appoint Lacey Zitzner and Emma Justin to the Tourism Commission. Motion carried.

Wheatland

Emma Justin-Lodging owner

Lacey Zitzner-Lodging owner

Jennifer Swiggum-Business owner

Janice Vanevenhoven-At large

Kari Beeman-Lodging owner

De Soto

Amy Boardman-At large

Joshua Petzel-Business owner

Mitchell Schiffer-Business Owner

Pamela Cotant-Lodging owner

Gary Mulford-At large

Regina Ray-At large

Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to adjourn the meeting.

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