

De Soto Tourism Commission

Meeting Minutes

April 21, 2025 at 7:00 pm

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

=> Motion made by Mitchell Schiffer, seconded by Janice Vanevenhoven to approve additions to the agenda (Driftless Tribe event calendar to New Topics) and the agenda. Motion carried.

=> Motion made by Mitchell Schiffer, seconded by Joshua Petzel to approve the March 17, 2025 meeting minutes. Motion carried.

=> De Soto Revenue/Expenses Report/Collection issues – Carrie

Discussion on a lodging owner not reporting the Quarterly Room Tax report. We will send the Quarterly Room Tax report each quarter from now on. An EIN for the Tourism Commission has been received. The commission can now open a checking account. Cindy Eisenman and Carrie Brudos will be the signers on the checking account.

=> Wheatland Revenue/Expenses Report-Cindy

Continued topics:

=> **Summer Movies in the Park- 6/13 and 7/11 – Amy**

Nothing to report.

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

- **Sub-Committee Leaders**
- **Event Planning Meeting**
- **Jem Grant Application**-We have until June to submit Jem Grant
- **Meeting w/Jud Steinbeck** – Discussion on The Great River Canoe Race. Jud Steinbeck from the Great River Canoe Race to coming down May 15 @ noon to the Great River Roadhouse. We will discuss how he conducts the canoe race. We can borrow buoys from him. Regina wants a steering committee.

=> **Advertisement in On Wisconsin Outdoors (Dick Ellis) - Pamela**

Pamela will need to adjust the size of ad. Motion made by Jennifer Swiggum, seconded by Joshua Petzel to spend an additional \$300 for the ad in On Wisconsin Outdoors. Motion carried.

=> **Waukon Standard 2025 Tourism Guide – De Soto Information – Emma**

Emma sent Pamela's ad to the Waukon Standard Tourism Guide.

=> **Cresco Shopper – De Soto Information – Jenn**

Jennifer sent the dates and ad for the publication in the Cresco Shopper.

New Topics:

=> **Wisconsin Governor's Conference on Tourism 2025 – Regina**

Regina reported on the governor's conference. She discussed places to post events, creating signature events, Buzzline: create photo opportunity, create signature experiences. The tourism commission needs to pay Regina for her Wisconsin Governors Conference expenses.

=> **Travel Brochures Distribution – Regina**

Regina gave everyone a box of Great River Road Wisconsin Travel and Visitors Guide to distribute.

=> **Revised Room Tax Return – Gary / Carrie / Cindy**

Discussion on revising the Room Tax Return.

=> **Rummage Along the River - Gary**

We need to distribute rack cards, lodging pamphlets and travel guides to participants in Rummages Along the River.

=>**De Soto Cleanup Day- Blighted Property Volunteers – Gary/Lacey**

Mitch will help with the cleanup of blighted properties during De Soto Cleanup Day. He will use his truck and trailer for the event. They will try going door to door and ask if they can help with cleaning their property.

=> **Driftless Wisconsin (<https://driftlesswisconsin.com>) – Gary**

Emma Justin will take care of.

=>**Driftless Area Magazine (<https://driftlessareamag.com/unicdn/>) – Gary**

Jennifer Swiggum will take care of

=>**Chief Winnesheik Historical Tribute – Gary/Regina**

Discussion on getting a statue of Chief Winnesheik for photo opportunities to draw tourists. Various other attractions for photo opportunities were also discussed.

The next meeting will be May 19th at 6:00 pm.

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