

De Soto Tourism Commission

Meeting Minutes

May 19, 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: Jennifer Swiggum, Amy Boardman. Attending: Carrie Brudos and Cindy Eisenman

=> Motion made by Kari Beeman, seconded by Joshua Petzel to approve additions stated by Gary Mulford to the agenda .Motion carried.

=> Motion made by Mitchell Schiffer, seconded by Joshua Petzel to approve the April 21, 2025 meeting minutes. Motion carried.

Reports:

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

The 1st Qtr. revenue report brought in \$18,545.14. There was one expense to Regina Ray in the amount of \$694.52 for her attendance at the Tourism Conference. The De Soto Tourism Commission checking account balance of \$34,130.48 as of 5/19/25. The revenue received from VRBO/AIRBNB is vastly different from the revenue that is reported from the lodge owners for 1st Quarter 2025.Discussion on collection issues for one lodge owner. Garyu Mulford put together a penalty proposal. Mitchell Schiffer got the late reports submitted by the lodge owner. Some members felt it wasn't fair to other lodge owners that the lodge owner who submitted late wasn't given a penalty. Motion made by Mitchell Schiffer, seconded by Kari Beeman to not give a penalty to the lodge owner who was late submitting reports. Motion carried.

=>Wheatland Revenue/Expenses Report-Cindy

The Wheatland checking account balance is \$10,000.00. Only one lodge owner hasn't paid and Wheatland is down by 5 lodge owners

=> Advertising/Publicity - Emma

We got on Driftless Wisconsin map. Emma Justin discussed the ads. She will compile all the ads so far.

=> Online Media – Jenn

Jennifer Swiggum is absent, but Janice Vanevenhoven reported that we can have the registration tab placed on the website for our canoe/kayak race.

=> Blighted Properties – Mitch

Only one ordinance violator took advantage of our Clean Up Day. We are increasing penalties to village ordinance violators.

Continued topics:

=> Rummage Along the River... How did we do? – All

We got the various publications distributed to different locations.

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

Amy Boardman has resigned from the tourism commission board. Do we rent screen and projector from Red Barn Resort? Do we show movie in the community center? The community center has a screen, Josh just needs WiFi.

=> Great River Canoe Race Status -Janice / Regina

Meeting w/Jud Steinbeck (Great River Canoe Race) – We were unable to meet with Jud Steinbeck.

We need to get advertising out. Need design for a t-shirt. Have logo contest? It needs to be done by end of July. You must register by a certain date to get the t-shirt. Motion made by Joshua Petzel, seconded by Lacey Zitzner to give a \$100 gift card to the logo contest winner. Motion carried.

=>Tourist Photo Stop Opportunity – Josh

Tabled until next month.

=>Tourism Update to Jurisdiction Boards - Gary

Tabled until next month.

New Topics:

=> Driftless Area Magazine Business Model – Emma/Gary

We could become a partner by using our public information on our website for use on their website. It's all online. We need to do more research on how this works. It

The next meeting will be June 16th at 6:00 pm.

Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to adjourn the meeting. Motion carried.

6-6-2025

Gary's Motion: "Pay Joshua Sharpe \$200 for the distribution of Canoe Race handouts and posters,
in La Crosse, Prairie du Chien , Viroqua, Lansing, Stoddard, Genoa, and Ontario, to be completed by Friday,
June 19." **APPROVED**

YES - 6 votes

No Response - 4 Members

The Motion carried with a simple majority (Yes votes: Lacey, Janice, Gary, Mitch, Josh, Regina).

Carrie, please pay the invoice for this expense when Joshua submits it.

6/5/2025

Gary's Motion : "Pay the required Copyright Fee for the presentation of one film at the first Movies in the Park event."
APPROVED

YES - 6 votes

No Response - 4 Members

The Motion carried with a simple majority (Yes votes: Jenn, Janice, Gary, Mitch, Josh, Regina).

Janice, please proceed with paying the Copyright fee for the film showing at the first Movies in the Park event. Thanks again for your work on this.

Cindy, please pay the invoice for this expense when Janice submits it.