

# De Soto Tourism Commission

## Meeting Minutes

June 16, 2025 at 7:00 pm

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

=> Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to approve agenda. Motion carried.

=> Motion made by Mitchell Schiffer, seconded by Joshua Petzel to approve the May 19, 2025 meeting minutes with two minor corrections stated. Motion carried.

### **Reports:**

#### **=> De Soto Revenue/Expenses/Collection issues – Carrie**

The only changes were Check #5007 written out to On Wisconsin Outdoors in the amount of \$900.00  
Checking account balance is \$33,233.06.

#### **=> Wheatland Revenue/Expenses/Collection issues-Cindy**

The Wheatland report was reviewed. Wheatland identified two new lodge owners.

#### **=> Advertising/Publicity - Emma**

#### **=> Online Media – Jenn**

Jennifer Swiggum announced that the website is live now. The board needs to send comments on the website to Jennifer Swiggum.

#### **=> Blighted Properties – Mitch**

The Village of De Soto is looking to form a TID district for blighted properties.

### **Continued topics:**

#### **=> Movies in the Park... Lessons Learned – All**

Joshua Petzel suggested having movies once a quarter with activities before the movie. We could make it an event night, not a tourism event. We would need more advertisement.  
The subject was tabled until a future meeting.

#### **=> Great River Canoe Race Status -Readiness Review - All**

We have three artisans signed up for the event. We have 3 or 4 musicians. Prizes: Need 19 awards. Printed Materials: Joshua Sharpe has started distributing materials. Banners: We need two 3 X 10-foot Banners. Radio: Nothing to date. A proposed schedule was presented by Gary Mulford. Canoes/Kayaks: We are still checking out.  
There was discussion on scaling back the event and just concentrating on the core canoe/kayak race.

Motion made by Joshua Petzel to go with just the Saturday, canoe/kayak race and drop the events on Friday. A second motion was not made. Motion failed.

### **New Topics:**

#### **=> Additional Topics Time Permitting**

The next meeting will be July 21<sup>st</sup> at 6:00 pm.

Motion made by Jennifer Swiggum, seconded by Lacey Zitzner to adjourn the meeting. Motion carried.