

De Soto Tourism Commission

Meeting Minutes

July 21, 2025 at 7:00 pm

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

=> Motion made by Janice Vanevenhoven, seconded by Jennifer Swiggum to approve the agenda. Motion carried.

=> Motion made by Janice Vanevenhoven, seconded by Jennifer Swiggum to approve the June 16, 2025 meeting minutes with minor corrections stated. Motion carried.

=> Motion made by Janice Vanevenhoven, seconded by Jennifer Swiggum to approve the June 24, 2025 meeting minutes with minor corrections stated. Motion carried

Reports:

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

a. Bank Statements:

All the bank statements for the De Soto Tourism Commission checking account were given to Cindy Eisenman

=> Wheatland Revenue/Expenses/Collection issues-Cindy

a. Bank account finalization/147C arrival

The information will be e-mailed to Gary Mulford

=> Advertising/Publicity - Emma

a. Driftless Magazine

There are some phone call to be made.

=> Online Media – Jenn

Jennifer Swiggum announced that the website is live now. The Business section needs to be prioritized to show the De Soto Area not the Lansing area. Jennifer Swiggum will discuss this with Webwise.

=> Blighted Properties – Mitch

The TID district for blighted properties was discussed.

Continued topics:

a. Operational readiness of 8/1 event - Janice

There will be two musicians: Ann Kristoff from 1-3 pm and Tim Bohnenkamp from 4-6 pm

There will be two food vendors serving smoked barbeque rib meals, brats and hotdogs. The food stand in the shelter will also be serving cold beverages etc.

There will be two authors: Jason Crager and Laura Hanson.

There will be several craft vendors selling stained glass, produce, canned goods, pottery, weaving, jewelry etc.

There will be cotton candy, face painter and bounce houses

New Topics:

a. Additional items – time permitting

The next meeting will be August 18 at 6:00 pm.

Motion made by Jennifer Swiggum, seconded by Kari Beeman to adjourn the meeting. Motion carried.