

De Soto Tourism Commission

Meeting Minutes

August 18, 2025 at 6:00 pm

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

=> Motion made by Mitchell Schiffer, seconded by Kari Beeman to approve the agenda. Motion carried.

=> Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to approve the July 21, 2025 meeting minutes with minor corrections stated. Motion carried.

Reports:

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

Carrie Brudos reported that we took in \$17,819.76 in room tax receipts for the 2nd Quarter of 2025. The Lodge owners revenue reported was \$95,132.02. The 3rd Party revenue reported was \$185,143.95. There was discussion on reconciling the Town of Wheatland and Village of De Soto accounts.

=> Wheatland Revenue/Expenses/Collection issues-Cindy

No report

=> Advertising/Publicity - Emma

Emma Justin summarized all the ads we have placed and gave out a report.

a. Driftless Magazine

She also discussed the Driftless Area Magazine which is online only. The Driftless WI map was discussed.

=> Online Media – Jenn

The Village of De Soto Mural Fundraiser will be placed on the Website and Facebook.

=> Blighted Properties – Mitch

The TID district percent of blighted properties is 88%, Ordinance violators have been sent letters.

Continued topics:

=>Summer's Vendor's Market – How Did It Go? - Janice

We had a good crowd. The vendors were happy. The music was great. There was discussion on getting the word out for this event. We need to put out tourism information.

=> De Soto Business District Restoration Project - Mitchell

Mitchell Schiffer asked for a grant from the tourism commission and discussed his restoration project. He got a grant from the WEDC. It will be a space for an artisan's market and place to display tourism information and merchandise. There will be an apartment upstairs.

Mitchell Schiffer's grant request was tabled until the next meeting.

New Topics

= > Tourism Commission Administrative Assistant Job Description – Gary

Gary Mulford handed out an administrative Assistant Job Description. He explained his idea for a paid position and the job duties.

=> 2026 Tourism Commission Budget/To Do List

Gary Mulford discussed the To Do List. Some things listed were: Publish a quarterly newsletter, attend Governor's conference, establish the Tourism Commission checking account and support restoration of historic and blighted properties. A budget needs to be established.

=> G. Mulford Resignation – Effective 11/17/2025

Gary Mulford submitted his resignation from the Tourism Commission effective 11/7/2025.

=> Ice Fishing Tournament and => Bicycle Race was not discussed.

The next meeting will be September 15 at 6:00 pm.

Motion made by Mitchell Schiffer, seconded by Emma Justin to adjourn the meeting. Motion carried.