

De Soto Tourism Commission

De Soto Community Center

Meeting Minutes

January 19 at 6:00 pm

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

1. AGENDA

- a) Review and approval of current meeting agenda

Motion made by Janice Vanevenhoven, seconded by Kari Beeman to approve the agenda. Motion carried.

- b) Review and approval of prior meeting minutes

Motion made by Janice Vanevenhoven, seconded by Kari Beeman to approve the December 15, 2025 meeting minutes. Motion carried.

3. Andrew Nussbaum – Travel Wisconsin, Tourism development Specialist

Andrew Nussbaum discussed getting the message out while the bridge is out. We are in the Winter campaign now and need snow to bring in tourism dollars. Room tax collection was discussed. We need to request itemized information from the tax collection entities. We need to put De Soto on the map by promoting not just us, but also events happening in the surrounding area. Wisconsin State Statute 66.0615 was discussed We need to develop an application for requests of grants and sponsorships.

2. Reports

- a) Treasury – Kari

Kari is trying some new tactics to get information from AIRBNB and VRBO. 4th Quarter receipts were discussed.

- b) Advertising, Publicity and online Media – Emma

The Great River Travel Guide ad will cost \$997.50. Motion made by Emma Justin, seconded by Mitchell Schiffer to place a ½ page ad in the Great River Travel Guide in the amount of \$997.50. Motion carried.

The Driftless WI silver package will cost \$712.00. Motion made by Emma Justin, seconded by Lacey Zitzner to place an ad in Driftless WI, silver package, in the amount of \$712.00. Motion carried.

- c) Sponsored Events – Janice

Discussion of a fishing event the 1st Saturday in August at Blackhawk Park. It attracts around 200 children.

- d) Capital Improvements – Mitch

The Wisconsin Economic Development representative will be at the February 3, 2026 De Soto Village Board Meeting to be held at the De Soto Community Center. Letters of invitation will be sent out area residents. The Village of De Soto has joined Connect Communities.

- e) Grant and Sponsorships – Josh

Nothing to report.

- f) Administrative – Josh

Working on it.

4. Letter drafted for Town of Freeman/Crawford County property owners

Emma will draft a letter to be e-mailed to the various Town of Freeman property owners to stop the 8% Room Tax from being taken out of their accounts.

5. Next meeting date/time

Next meeting will be February 16, 2026 at 6:00 pm

Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to adjourn the meeting. Motion carried.