

De Soto Tourism Commission

De Soto Community Center, February 16 at 6:00 pm

Meeting Minutes

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

1. AGENDA

- a) Review and approval of current meeting agenda

Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to move Agenda Item #3 above Agenda Item #2 and approve the agenda. Motion carried.

- b) Review and approval of prior meeting minutes

Motion made by Janice Vanevenhoven, seconded by Mitchell Schiffer to approve the January 19, 2026 meeting minutes. Motion carried.

3. Josh Sharp re: social media content guidance and oversight

Josh Sharp discussed social media and asked what we need and want. The website was also discussed. We need someone for facebook postings, engagement and monitoring social media. Josh will get back to us with scope of work and prices.

2. Reports

- a) Treasury – Kari

A meeting was held on Friday, February 6. We will reconcile end of the quarter reports in 60 days, give Town of Wheatland their 3rd Party revenue, and distribute revenue to Tourism commission, Township and Village.

- b) Advertising, Publicity and online Media – Emma

We received some online media and publicity material from Emma. Sherry Quamme gave Jennifer Swiggum events for rack cards. Motion by Janice Vanevenhoven, seconded by Mitchell Schiffer to approve an expenditure in the amount of \$350 for 1000 rack cards. Motion carried.

- c) Sponsored Events – Janice

Discussion of a fishing event the 1st Saturday in August at Blackhawk Park. The ranger will be given an application for sponsorship.

- d) Capital Improvements – Mitch

The representative A meeting was held with Wisconsin Economic Development Corporation and Vernon County Economic Development on February 3, 2026. The village needs to get the word out about the funding opportunities available for businesses and residents. Placing an ad in the Vernon County guide was also discussed.

- e) Grant and Sponsorships – Josh

Nothing to report.

- f) Administrative – Josh

We will resolve financials by our next meeting.

4. Grant/Sponsorship program documents review/approval

The grant/sponsorship documents were reviewed and revised.

5. Next meeting date/time

Motion made by Janice Vanevenhoven, seconded by Jennifer Swiggum to set the next meeting for March 16, 2026 at 6:00 pm

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