

De Soto Tourism Commission

De Soto Community Center

Meeting Minutes

April 20, 2026 at 6:00 pm

Members Present: Janice Vanevenhoven, Pamela Cotant, Kari Beeman, Joshua Petzel, Lacey Zitzner, Jennifer Swiggum

Absent: Mitchell Schiffer & Emma Justin. Attending: Carrie Brudos

1. Agenda

- a) Review and approval of current meeting agenda

Motion made by Jennifer Swiggum, seconded by Janice Vanevenhoven 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 February 16, 2026 meeting minutes.

Motion carried.

2. Reports

- a) Treasury – Kari

Checks were disbursed to the De Soto Area Tourism account from Town of Wheatland and Village of De Soto Tourism accounts. Kari is still working on resolving our issue of room tax allocation with VRBO.

- b) Advertising, Publicity and online Media – Emma

With Emma absent, Pamela Cotant reported. It will cost \$600 to advertise in the May/June issue of On Wisconsin Outdoors. Motion made by Pamela Cotant, seconded by Janice Vanevenhoven to place an ad in On Wisconsin Outdoors, May/June issue in the amount of \$600. Motion carried.

- c) Sponsored Events – Janice

Janice discussed fishing event the 1st Saturday in August at Blackhawk Park. She met with the Ranger. We need to get the word out that we are sponsoring events in the area.

- d) Capital Improvements – Mitch

With Mitchell absent, Carrie briefly discussed the Strategic Planning meeting with Chris Hardie, 7 Rivers Alliance on April 14, 2026.

- e) Grant and Sponsorships – Josh

Nothing to report.

- f) Administrative – Josh

Joshua handed out a paper to get everyone's e-mail and phone number.

3. Josh Sharpe's proposal and committee review/alternative bids

Josh Sharpe's proposal and any other proposal's will go to committee for their recommendation.

4. Official banking approvals

- a. Motion made by Janice Vanevenhoven, seconded by Lacey Zitzner to remove Gary Mulford from the De Soto Area Tourism account at River Bank. Motion carried.

- b. Motion made by Janice Vanevenhoven, seconded Lacey Zitzner to add Joshua Petzel and Kari Beeman to the De Soto Area Tourism Account at River Bank. Motion carried.

- c. Motion made by Jennifer Swiggum, seconded by Janice Vanevenhoven to open a savings account for the De Soto Area Tourism Commission at River Bank. Motion carried. The funds for the unidentified room tax receipts will be placed in this savings account.

5. Grant/Sponsorship program documents review/approval

Motion made by Janice Vanevenhoven, seconded by Kari Beeman to approve the tourism Grant Program Overview and the Tourism Grant Program application as presented. Motion carried.

6. Maribell Transmission line

Jennifer Swiggum discussed the Maribell Transmission line and how it will affect the health and environment to our area. She is asking everyone to contact your local state officials concerning this transmission line.

7. Next meeting date/time

Motion made by Jennifer Swiggum, seconded by Kari Beeman to set the next meeting for May 18, 2026 at 6:00 pm. Motion carried.

Motion made by Pamela Cotant, seconded by Jennifer Swiggum to adjourn the meeting. Motion carried.