

De Soto Tourism Commission

Meeting Minutes

July 17, 2023

Members Present: Kari Beeman, Ryan Beeman, Carrie Brudos, Pamela Cotant, Gary Mulford, Josh Petzel, Mitch Schiffer

Special Guests: Jenny Vanevenhoven, Drew Nussbaum

=> Mr. Nussbaum gave an informative talk on the legal formation of a Tourism Commission and the many operational aspects needed to be a successful Commission.

=> The WI Department of Revenue Room Tax Report (Form SL-304) must be filed annually in May..

=> The creation of a De Soto Area Tourism Assets List was done as an exercise led by Mr. Nussbaum

Draft De Soto Area Tourism Assets

- Fishing/Hunting/Boating
- Hiking/Sightseeing
- Exploring the Mississippi River and the Great River Road
- ATV/UTV/Snowmobile Trail Riding
- Automobile and Motorcycle Group Touring
- Fall Color Sightseeing
- Access to WI State Natural Areas
- Seclusion and Retreat Opportunities

=> G. Mulford and K. Beeman have composed a draft of the De Soto Lodging Roster that will be reviewed at the next meeting

=> G. Mulford has constructed a draft of the De Soto Room Tax Filing Form that will be reviewed at the next meeting.

=> The next meeting was scheduled for Monday, July 31 at 7:00 PM