

De Soto Tourism Commission

Meeting Minutes

September 18, 2023

Members Present: Kari Beeman, Ryan Beeman,, Pamela Cotant, Gary Mulford, Josh Petzel

Members Absent: Carrie Brudos, Mitch Schiffer

Special Guests: Sherry Quamme

=> Kari Beeman reported that the Room Tax Announcement letters were approximately 75% completed for mailing. Completion of the mailing was expected in the near future.

=> The Room Tax Introduction event will be held 6:30 PM Monday November 13, 2023 for lodging business owners listed on the De Soto Lodging Roster. The meeting will be open to the public.

=> Tourism Commission Meeting Agendas and Meeting Minutes will be posted on the village website and on the same public bulletin boards used by the Village Board of Trustees.

=> Sherry Quamme led a very productive discussion on how to get started with cost free advertising actions. We discussed the importance of a creating a De Soto tourism website. Sherry introduced several hardcopy publications that could be used for advertising in the future.

=> Work on the Commission Projects and Expenditure Plan will continue over the next several months. Actual expenditures are not anticipated in the near future.

=> G. Mulford will draft the Room Tax Information Meeting letter for review by the Commission. C. Brudos will construct the mailing list using the Village Lodging Roster

=> A Room Tax Instructions packet will be distributed to all lodging businesses.

=> The next Commission meeting will be dedicated to preparations for the Room Tax Information Meeting.

=> The next meeting is scheduled for Monday, October 16 at 7:00 PM at the De Soto Community Center.