

De Soto Tourism Commission

Meeting Minutes

March 25, 2024 at 7:00 pm

Members Present: Ryan Beeman, Kari Beeman, Joshua Petzel, Pamela Cotant, Janice Vanevenhoven.
Absent: Pamela Cotant and Mitchell Schiffer. Attending: Gary Mulford, Carrie Brudos, Justin McCumber, Cindy Eisenman.

=> Adoption of updates to the Tourism Commission By-Laws. Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to adopt the updates to the Tourism Commission By-Laws. Motion carried.

=>Review of Tourism Promotion Logo and Theme Ideas. Janice Vanevenhoven presented some logos for the commission. Joshua Petzel presented some tag lines, a mission statement and a short About: paragraph. There was discussion on which tag lines everyone liked.

1. Heart of the Driftless
2. The Mississippi's best secret
3. The center of it all, but away from everything.
4. 2 states, 1 river, countless adventures
5. Surrounded by everything, but away from it all.

=> Status of Launch of Wheatland Room Tax. An announcement to notify the residents will be mailed by postcard. The roster will be finalized with addresses and merging the De Soto list and Wheatland list. Wheatland has 18 property owners with about 30 lodgings.

=> No Cost Promotion Activities and Advertisements. A Facebook page was discussed. Joshua Petzel will set it up. Jen Swiggum will take care of advertising for Rummage on the River.

=>Review of Room Tax billing and collection concerns. A checking account will be set up for collections. It will be set up to be combined with Town of Wheatland and Village of DeSoto.

=>Other topics. Justin McCumber introduced himself. The Tourism Commission were all in agreement to add Justin McCumber to the De Soto Area Tourism Commission.

The next meeting will be April 15 at 7 pm.

Motion made by Janice Vanevenhoven, seconded by Joshua Petzel to adjourn the meeting.
Motion carried.