



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

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TOURISM COMMISSION AGENDA Wednesday, April 26, 2023 at 5:00 PM

Municipal Building Board Room
138 E. Main Street
Mount Horeb, WI

- 1) Call to order
 - a. Roll Call
- 2) Agenda Items
 - a. Consideration of August 9, 2022 Meeting Minutes
 - b. Introduction of New Members
 - c. Election of Vice Chair
 - d. Review of 2022 Room Tax Collections
- 3) Update from Tourism Entity
 - a. Update on 2022 Campaigns and Expenditures
 - b. Consider 2023 Campaigns
- 4) Set date and agenda items for next meeting
- 5) Review Commission structure per Village Ordinance 3.10, WI State Statute 66.0615
- 6) Meeting adjournment.

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**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
AUGUST 9, 2022**

The Tourism Commission was held at the above date in the 2nd Floor Boardroom of the Municipal Building.

Call to Order/Roll Call: The meeting to order at 6:00 pm. Commission members present: Mark Johnson, Brett Halverson and Jason Anderson. Absent: Dennis Brass and Mike Flaherty. Also in attendance: Chamber of Commerce Tourism Executive Director Rachel LaCasse-Ford and Village Administrator Nicholas Owen.

Consider February 8, 2022 Tourism Commission minutes: Motion by Dennis Brass, second by Brett Halverson to approve. Motion Carried.

Review of 2022 Room Tax Collections: Administrator Owen reviewed the room tax collection numbers. A few entities have not paid their latest quarter so the numbers appear low. Staff has reached out to collect the outstanding payments. LaCasse-Ford asked about AirBNB collections, staff will have to research.

Update from Tourism Entity:

2022 Campaign Progress Update: LaCasse-Ford reviewed year-to-date expenditures and they appear in line with expectations. She also reviewed sample campaigns for the year and metrics for the ads. They are currently evaluation options for 2023.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday March 8 at 5:00 p.m. to review 2022 spending and preliminary ideas for 2023.

Adjournment: There being no further business before the Commission, motion by Jason Anderson, second by Mark Johnson to adjourn carried unanimously to adjourn at 6:33 p.m.

Minutes by Nicholas W Owen, Village Administrator



AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
April 26, 2023	
AGENDA ITEM # 2.b	
Introduction of New Members	
BACKGROUND	
RECOMMENDATION	
ATTACHMENTS	
None	



AGENDA ITEM REPORT

MEETING DATE

April 26, 2023

PREPARED BY**AGENDA ITEM # 2.c**

Election of Vice Chair

BACKGROUND

The commission has not actually appointed a Vice Chair since 2017 and should reappoint one.

RECOMMENDATION**ATTACHMENTS**

None



AGENDA ITEM REPORT

MEETING DATE

April 26, 2023

PREPARED BY**AGENDA ITEM # 2.d**

Review of 2022 Room Tax Collections

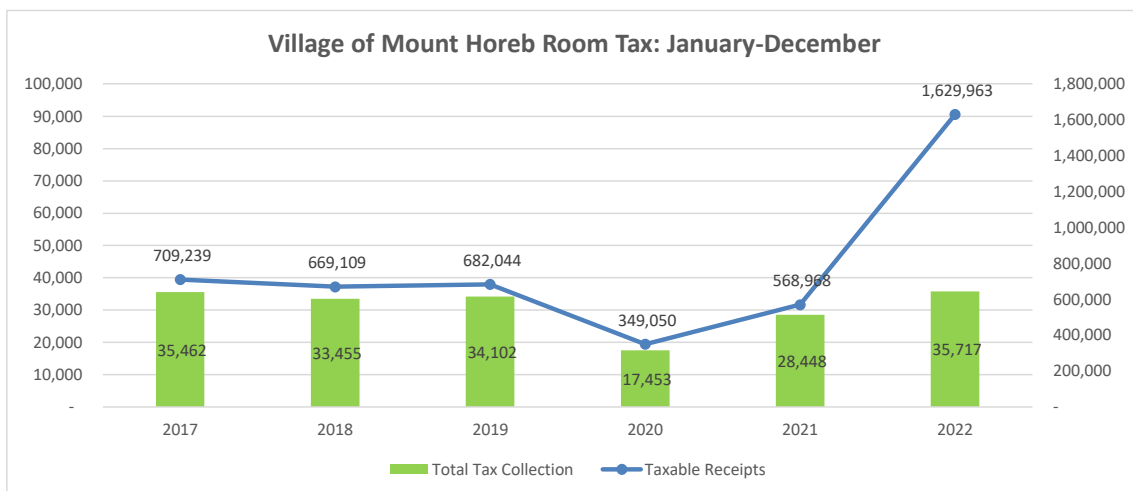
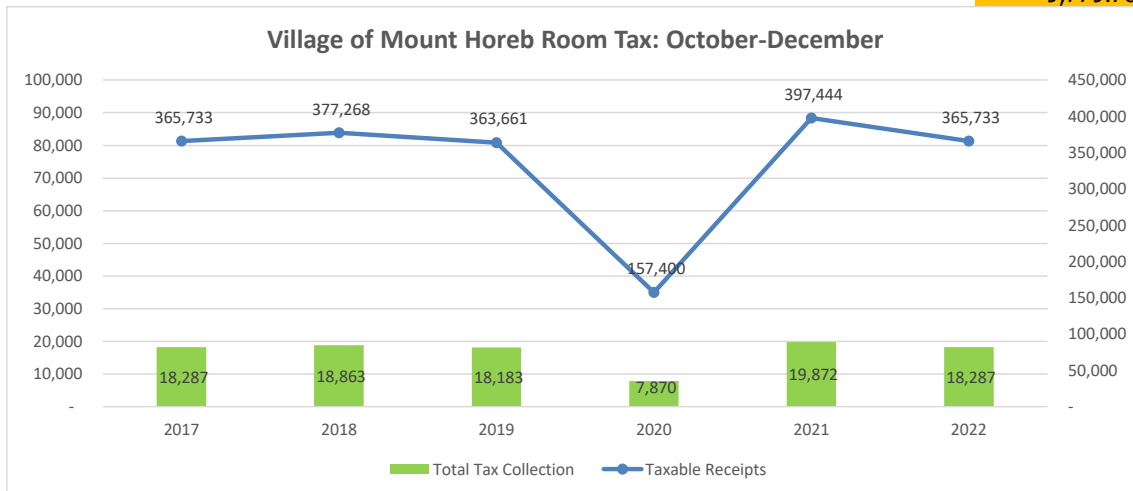
BACKGROUND**RECOMMENDATION****ATTACHMENTS**

1. Room Tax 2022 Collections Summary-Tourism Comm

**Village of Mount Horeb
Summary of Overnight Lodging Collections
For the year ending December 31, 2022**

Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Allocation	
					Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 315,844.95	\$ 42,687.68	\$ 273,157.27	\$ 13,657.86	\$ 12,018.92	\$ 1,638.94
2nd	\$ 487,426.42	\$ 46,245.32	\$ 441,181.10	\$ 22,059.06	\$ 19,411.97	\$ 2,647.09
3rd	\$ 589,247.56	\$ 39,356.01	\$ 549,891.55	\$ 27,494.58	\$ 24,195.23	\$ 3,299.35
4th	\$ 388,900.98	\$ 23,167.72	\$ 365,733.26	\$ 18,286.66	\$ 16,092.26	\$ 2,194.40
Total	\$ 1,781,419.91	\$ 151,456.73	\$ 1,629,963.18	\$ 81,498.16	\$ 71,718.38	\$ 9,779.78

		Already Pd/AJE	81,498.16
Due to Chamber	-	\$ 71,718.38	71,718.38
VILL AJE	-	\$ 9,779.78	9,779.78
			9,779.78





AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
April 26, 2023	
AGENDA ITEM # 3.a	
Update on 2022 Campaigns and Expenditures	
BACKGROUND	
RECOMMENDATION	
ATTACHMENTS	
None	



AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
April 26, 2023	
AGENDA ITEM # 3.b	
Consider 2023 Campaigns	
BACKGROUND	
RECOMMENDATION	
ATTACHMENTS	
None	