



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

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TOURISM COMMISSION AGENDA

Tuesday, July 11, 2023 at 5:30 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
 - a. Roll Call
- 2) Agenda Items
 - a. Introduction of New Member
 - b. Consideration of April 26, 2023 Meeting Minutes
 - c. Review of 2023 Room Tax Revenues
 - d. Report on 2023 Expenditures
 - e. Discussion on Potential Tourism Commission Changes
- 3) Update from Tourism Entity
- 4) Set date and agenda items for next meeting
- 5) Meeting adjournment.

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AGENDA ITEM REPORT

MEETING DATE

July 11, 2023

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

Introduction of New Member

BACKGROUND**RECOMMENDATION****ATTACHMENTS**

None



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

DRAFT MEETING MINUTES

- 1) Call to order
 - a. Roll Call
Chair Johnson called the meeting to order at 5:00 pm. Members present were Johnson, Brass, Phillips and Jones. Flaherty was absent. Also Present: Chamber of Commerce Executive Director Lacasse-Ford and Administrator Owen.
- 2) Agenda Items
 - a. Consideration of August 9, 2022 Meeting Minutes
Motion by Brass second by Jones to approve the August 9, 2022 minutes. Motion carried.
 - b. Introduction of New Members
New Trustee Representative Ben Jones and citizen member Tate Phillips were introduced to the committee.
 - c. Election of Vice Chair
Johnson recommended the Village Board Representative be vice chair. Motion by Brass to approve Ben Jones as vice chair, second by Johnson. Motion carried.
 - d. Review of 2022 Room Tax Collections
Room tax numbers have bounced back nicely and are at pre-covid levels, the total for 2022 coming in at \$71,718.
- 3) Update from Tourism Entity
 - a. Update on 2022 Campaigns and Expenditures
La Casse Ford reviewed the campaigns for 2022.
 - b. Consider 2023 Campaigns
LaCasse-Ford provided the highlights of the 2023 campaign. The committee discussed creating an option to award a portion fo room tax collections to a special project that may come up during the year. The consensus was that it was a good idea.
- 4) Set date and agenda items for next meeting

The next meeting was set for Tuesday July 11 at 5:30 p.m. The usual agenda items on reviewing revenue and spending and a discussion on amendments to the Tourism Commission code.

- 5) Review Commission structure per Village Ordinance 3.10, WI State Statute 66.0615

Committee reviewed state statutes covering room tax and tourism commissions.

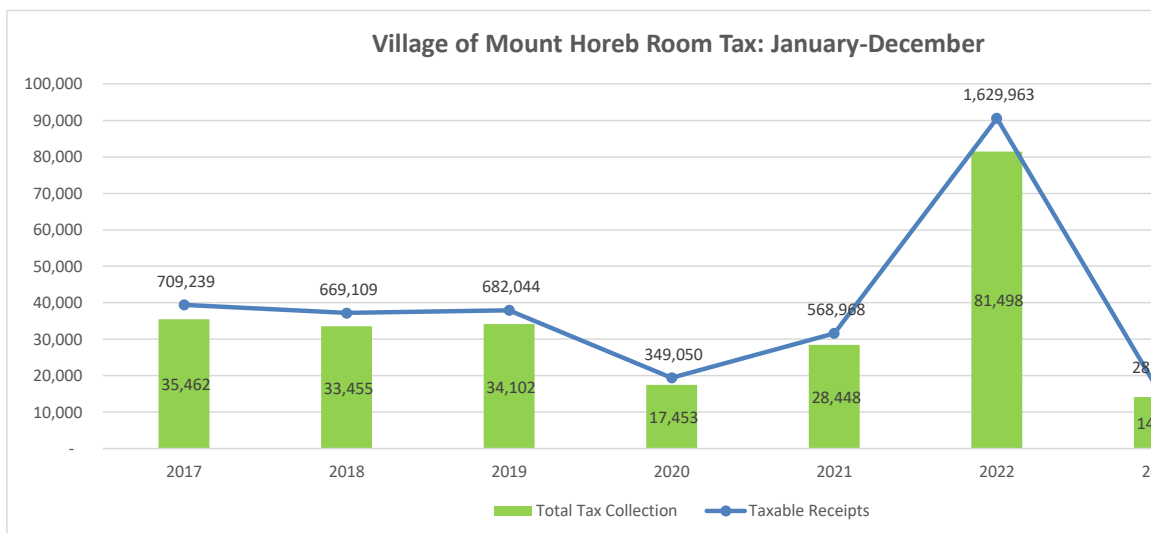
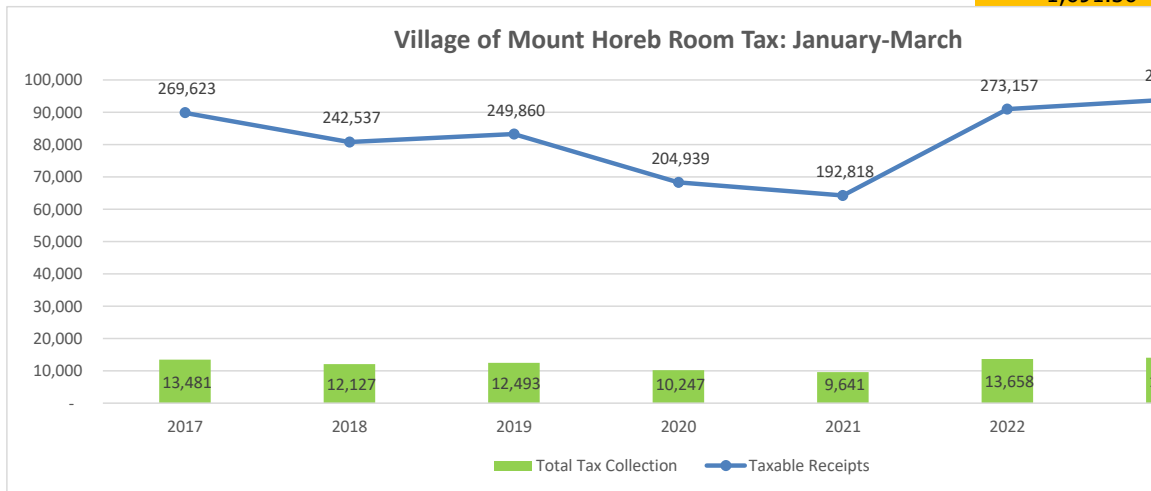
- 6) Meeting adjournment.

Motion by Brass to adjourn, second by Jones . Motion carried. 6:25 p.m.

**Village of Mount Horeb
Summary of Overnight Lodging Collections
For the year ending December 31, 2023**

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	\$ 315,093.44	\$ 33,166.80	\$ 281,926.64	\$ 14,096.33	\$ 12,404.77	\$ 1,691.56
2nd	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3rd	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4th	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 315,093.44	\$ 33,166.80	\$ 281,926.64	\$ 14,096.33	\$ 12,404.77	\$ 1,691.56

Already Pd/AJE	-	14,096.33
Due to Chamber	\$ 12,404.77	12,404.77
VILL AJE	\$ 1,691.56	1,691.56
		1,691.56





AGENDA ITEM REPORT

MEETING DATE

July 11, 2023

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

Report on 2023 Expenditures

BACKGROUND**RECOMMENDATION****ATTACHMENTS**

None



AGENDA ITEM REPORT

MEETING DATE

July 11, 2023

PREPARED BY

AGENDA ITEM # 2.e

Discussion on Potential Tourism Commission Changes

BACKGROUND

RECOMMENDATION

ATTACHMENTS

None