

**VILLAGE OF MOUNT HOREB  
TOURISM COMMISSION MEETING MINUTES  
FEBRUARY 17, 2021**

The Tourism Commission was held at the above date virtually.

**Call to Order/Roll Call:** The meeting to order at 5:00 pm. Commission members present: Mark Johnson, Jason Anderson, Jessica Jackson and Dennis Brass. Absent Rachel LaCasse-Ford. Also in attendance: Chamber of Commerce Tourism Executive Director Tiffany King and Marketing and Brand Manager Annika Frame and Village Administrator Nicholas Owen.

**Consider November 18, 2020 Tourism Commission minutes:** Motion by Johnson, second by Brass to approve. Motion Carried.

**Update from Tourism Entity:**

**2021 Campaign Plans:** Frame reviewed the goals and strategic plan for advertising for 2021. They are switching to a focus on owned marketing platforms to make the best use of the reduced room tax dollars.

**Set Date and Agenda for next meeting:** The next meeting was set for Wednesday, November 17 2021 at 5:00pm.

**Adjournment:** There being no further business before the Commission, motion by Brass, second by Anderson to adjourn carried unanimously to adjourn at 5:48 p.m.

Minutes by Nicholas W Owen, Village Administrator