

**VILLAGE OF MOUNT HOREB  
TOURISM COMMISSION MEETING MINUTES  
FEBRUARY 8, 2022**

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, Brett Halverson, Mike Flaherty and Dennis Brass. Absent: Jason Anderson. Also in attendance: Chamber of Commerce Tourism Executive Director Rachel LaCasse-Ford and Village Administrator Nicholas Owen.

**Consider February 17, 2021 Tourism Commission minutes:** Motion by Johnson, second by Brass to approve. Motion Carried.

**Update from Tourism Entity:**

**2021 Campaign Progress Update:** LaCasse-Ford reviewed the spending and marketing campaigns from 2021. Due to the uncertainty of the pandemic and staff changes they focused on owned marketing platforms to make the best use of the reduced room tax dollars and hired a 3<sup>rd</sup> party marketer to manage some social media platforms. LaCasse-Ford reviewed the room tax spending highlighting that they spent more on staff time for marketing than they would like to do to decreased revenues.

**2022 Campaign Ideas:** LaCasse-Ford stated for 2022 they will be adjusting the room tax spending to be more focused on advertising and less on staff. Staff expects room tax revenues to recover to pre-pandemic levels. Also, for 2022 they are working on getting updated photography from events, coop ads with business partners. The committee recommended looking into the potential of assisting businesses with funding placement on the blue highway attraction signs.

**Set Date and Agenda for next meeting:** The next meeting was set for Tuesday August 9<sup>th</sup> at 6:00 p.m. to review 2022 spending and preliminary ideas for 2023.

**Adjournment:** There being no further business before the Commission, motion by Brass, second by Flaherty to adjourn carried unanimously to adjourn at 7:01 p.m.

Minutes by Nicholas W Owen, Village Administrator