

**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