



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

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

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.