



VILLAGE OF MOUNT HOREB

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TOURISM COMMISSION AGENDA

Tuesday, July 11, 2023 at 5:30 PM

MEETING MINUTES

- 1) Call to order
 - a. Roll Call

Chair Johnson called the meeting to order at 5:30 p.m. Present were Johnson, Brass, Phillips, McGree and Jones. Flaherty was absent. Also present were Chamber of Commerce Executive Director LaCasse-Ford and Administrator Owen.
- 2) Agenda Items
 - a. Introduction of New Member

Nathan McGree, owner of Tyrol Basin was introduced as the new committee member.
 - b. Consideration of April 26, 2023 Meeting Minutes

Motion by Brass, second by Jones to approve the April minutes. Motion carried.
 - c. Review of 2023 Room Tax Revenues

The committee reviewed the revenue for 2023. The second quarter payments should be coming in soon.
 - d. Report on 2023 Expenditures

LaCasse-Ford reported that budget numbers are in line with the spending plan for 2023. Social Media marketing has been going well, as well as coop marketing opportunities.
 - e. Discussion on Potential Tourism Commission Changes

The commission discussed expanding the room tax to include lodging facilities in neighboring municipalities as a source of new revenue to help fund a grant program which would be available for the chamber to distribute for others to promote their events that would generate overnight stays. Overall, the commission was in favor of the grant idea but felt more research was needed on expanding the room tax. Johnson, LaCasse-Ford and Owen will meet to discuss options.
- 3) Update from Tourism Entity

LaCasse-Ford provided a brief update on chamber activity.

- 4) Set date and agenda items for next meeting
The next meeting was set for Wednesday October 25th at 5:30 p.m.
- 5) Meeting adjournment.
Motion by McGree, second by Brass to adjourn. Motion carried at 6:01 p.m.