



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

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**TOURISM COMMISSION AGENDA**  
**Wednesday, August 28, 2024 at 5:00 PM**

Municipal Building Board Room  
138 E. Main Street  
Mount Horeb, WI

- 1) Call to order
- 2) Agenda Items
  - a. Consideration of March 13, 2024 Meeting Minutes
  - b. Welcoming New Members
  - c. Election of Commission Officer(s)
- 3) Report on Room Tax Collections
  - a. 2024 Room Tax Collection Report
- 4) Update from Tourism Entity
  - a. Update on 2024 Advertising Plan
  - b. Ideas for 2025 Marketing Campaign
- 5) Set date and agenda items for next meeting
- 6) Meeting adjournment.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.