



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

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TOURISM COMMISSION AGENDA **Wednesday, February 12, 2025 at 5:00 PM**

VIRTUAL MEETING ONLY:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZDQ3YTc0N2QtNzY1Mi00YTl4LWFiYtZWNiNzg2NzQ1NmE4%40thread.v2/0?context=%7b%22Tid%22%3a%2221b02d4a-d428-4c7a-8d47-e938c7a34274%22%2c%22Oid%22%3a%22bf716060-0056-4482-a0f5-9b6fc511a325%22%7d

- 1) Call to order
- 2) Agenda Items
 - a. Consideration of March 13, 2024 Meeting Minutes
 - b. Introduction of New Members
 - c. Election of Officers
 - d. Report on Room Tax Collections 2024
 - e. Discussion on Room Tax Collection Efforts/Means
- 3) Update from Tourism Entity
 - a. Presentation on 2025 Advertising Plan
- 4) Update/Discussion on Expansion
- 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.