



VILLAGE OF MOUNT HOREB

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TOURISM COMMISSION AGENDA **Wednesday, March 13, 2024 at 5:00 PM**

MEETING MINUTES

- 1) Call to order
Vice-Chair Jones called the meeting to order at 5:00 p.m. Members Present: Jones, Philips, Brass and McGree. Also present: Administrator Owen and Chamber of Commerce President/CEO La Casse-Ford.
- 2) Agenda Items
 - a. Consideration of July 11, 2023 Meeting Minutes
Motion by Brass to approve the July 11, 2023 minutes as presented, second by Mc Gree. Motion carried.
 - b. 2023 Room Tax Collections Report
Administrator Owen reviewed the 2023 room tax collection report, noting that revenues have now returned to pre-pandemic numbers.
- 3) Update from Tourism Entity
 - a. 2024 Room Tax Marketing Plan and Budget
LaCasse Ford reviewed the 2023 budget and metrics. Metrics show that the programming has been producing more views and traffic than in 2022. LaCasse Ford then reviewed the 2024 budget, noting a slight increase in anticipated revenue and the 2024 advertising plan. The plan maintains the same priorities as in prior years and adds spending for Travel Wisconsin. The chamber also continues their marketing partnership, Sugar River Valley, with Verona and New Glarus.
- 4) Set date and agenda items for next meeting
The next meeting was set for Wednesday, June 12th at 5:00 p.m. The committee will review the year-to-date collections, updates on the 2024 advertising plan and ideas for 2025.
- 5) Meeting adjournment.
Motion by McGree to adjourn, second by Phillips. Motion carried at 5:45 p.m.