



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

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TOURISM COMMISSION AGENDA

Monday, June 2, 2025 at 5:30 PM

Municipal Building Board Room

Third Floor Conference Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Agenda Items
 - a. Consideration of February 12, 2025 Meeting Minutes
 - b. Appearance by Drew Nussbaum, Department of Tourism
 - c. Report on Room Tax Collections
- 3) Update from Tourism Entity
- 4) Set date and agenda items for next meeting
- 5) Meeting adjournment.

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TOURISM COMMISSION AGENDA

Wednesday, February 12, 2025 at 5:00 PM

DRAFT MEETING MINUTES

- 1) Call to order
Acting Chair Ben Jones called the meeting to order at 5:01 p.m. Members present: Jones, Philip, Schuetpelz and McGree. Also Present: Mount Horeb Area Chamber of Commerce President/CEO LaCasse-Ford and Village Administrator Owen.
- 2) Agenda Items
 - a. Consideration of March 13, 2024 Meeting Minutes
Motion by Schuetpelz to approve the March 13, 2024 Meeting Minutes, second by Jones. Motion carried.
 - b. Introduction of New Members
Jill Schuetpelz introduced herself as the new owner and local lodging facility representative as owner of Suniva Inn.
 - c. Election of Officers
Jones nominated himself as Chair, second by second by McGree. Motion Carried. Jones nominated Phillip as vice chair, second by Schuetpelz. Motion carried.
 - d. Report on Room Tax Collections 2024
Administrator Owen reviewed the 2024 collections noting that one entity did not pay their 3rd Quarter room tax until the 4th quarter so 3rd quarter looks low and 4th is a little higher. Schuetpelz asked about the last chart and why the years did not match the first chart. Administrator Owen stated he felt that was a calculation error and would clarify that going forward.
 - e. Discussion on Room Tax Collection Efforts/Means
Administrator Owen reported that after a late payment they researched options for collection enforcement. The Village is allowed to estimate a room tax and add a late fee, but when the reports aren't filed and the late entity is not communicating with us that's not very affective. Owen conferred with the Village attorney who informed him that a next step could be sending a formal letter notifying the entity that non-payment of room tax could be charged as theft. Owen said hopefully we have this issue addressed now and that the letter would be considered a last resort

for collection. Owen added the importance of timely payments as room tax is a significant part of the Chamber's budget and delayed payments makes it difficult for them to book advertising they are charged with the promote overnight stays.

3) Update from Tourism Entity

a. Presentation on 2025 Advertising Plan

Chamber President/CEO LaCasse-Ford presented the 2025 budget and marketing plan for the chamber. LaCasse-Ford noted that due to the late payment she was unable to book the travel Wisconsin promotion they normally do. She added that the Chamber had to contribute extra non-room tax funds to a shared marketing partnership with members and would like to reimburse the chamber these funds in 2025 if approved by the committee.

Highlights of the campaign are that they refreshed some digital marketing materials and they are working on an update to the Chamber and Tourism website to make it more of a seamless transition. They are continuing the Sugar River Valley coop marketing with Verona and New Glarus. They also have marketing material included for the 2025 NFL draft in Green Bay. Motion by Jones to approve the 2025 marketing plan and budget, second by Phillip. Motion carried.

4) Update/Discussion on Expansion

Prior Chair Johnson had brought up the idea of expanding our room tax commission and collection area to cover other area municipalities. Since his departure from the committee no work has been done. The consensus of the committee was expansion was worth pursuing. Owen and LaCasse-Ford will work on a plan for expansion.

5) Set date and agenda items for next meeting

The next meeting was set for Monday June 2nd at 5:30 p.m. Items to discuss include a room tax funded marketing grant, expansion of the committee, material welcoming new room tax paying entities and informing them of the room tax collection process.

6) Meeting adjournment.

Motion by Schuetpelz to adjourn, second by McGree. Motion carried 6:05 p.m.



AGENDA ITEM REPORT

MEETING DATE

June 2, 2025

PREPARED BY

Nicholas Owen, Administrator

AGENDA ITEM # 2.b

Appearance by Drew Nussbaum, Department of Tourism

BACKGROUND

Drew Nussbaum of the Department of Tourism will be present to discuss the process for expanding our Tourism commission and room tax.

RECOMMENDATION

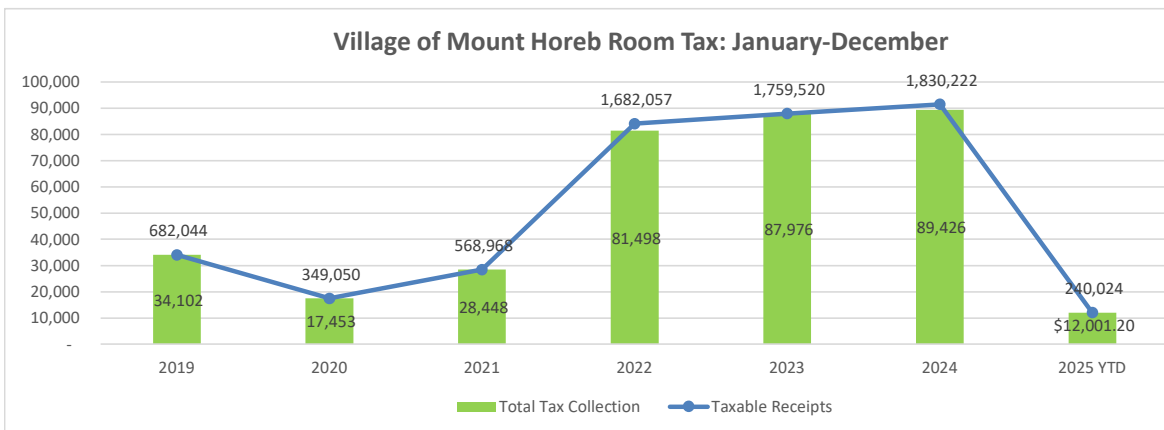
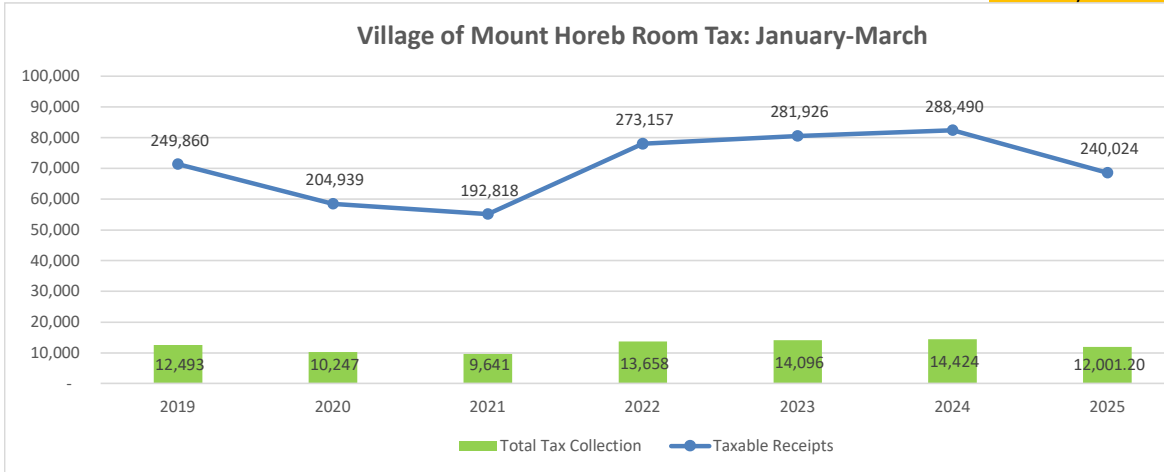
ATTACHMENTS

None

Village of Mount Horeb Summary of Overnight Lodging Collections For the year ending December 31, 2025

Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Allocation	
					Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 297,880.99	\$ 57,857.17	\$ 240,023.82	\$ 12,001.20	\$ 10,561.06	\$ 1,440.14
2nd	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3rd	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4th	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 297,880.99	\$ 57,857.17	\$ 240,023.82	\$ 12,001.20	\$ 10,561.06	\$ 1,440.14

Already Pd/AJE	-	\$ 12,001.20
Due to Chamber	\$ -	\$ 10,561.06
VILL AJE	\$ -	\$ 1,440.14
		\$ 1,440.14



**Village of Mount Horeb
Room Tax Graph data - Q1**

	January - March						
	2019	2020	2021	2022	2023	2024	2025
Taxable Receipts	249,860	204,939	192,818	273,157	281,926	288,490	240,024
Total Tax Collection	12,493	10,247	9,641	13,658	14,096	14,424	12,001.20
Gross Room Receipts	297,260	256,251	255,883	315,845	315,093	329,090	297,880.99
Exempt Room Receipts	47,400	51,312	63,065	42,688	33,167	40,600	57,857.17

