



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

TOURISM COMMISSION AGENDA **Tuesday, December 16, 2025 at 5:30 PM**

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

- 1) Call to order
- 2) Public Comments on Non-Agenda Items*
- 3) Agenda Items
 - a. Introduction of Allison Plumer, Mount Horeb Area Chamber of Commerce President/CEO
 - b. Consideration of September 16, 2025 Meeting Minutes
 - c. Report on Room Tax Collections
- 4) Update from Tourism Entity
 - a. Draft Budget and Advertising Plan Presentation
- 5) Set date and agenda items for next meeting
- 6) Meeting adjournment.

***Public Comment Policy**

Members of the public are invited to speak at meetings of all Mount Horeb Public Bodies. To comment, please complete a Public Comment Form at the Meeting Room entrance and submit it to staff before the meeting begins. Comments are limited to **three minutes**, must be made from the podium, and the speaker must return to the audience after speaking.

- **Non-agenda item comments** are heard at the start of the meeting. Public Body members and staff will not engage in discussion during public comment but may consider topics for future agendas.
- **Agenda item comments** are heard during the relevant item, after the proposers or staff present the item and before Public Body discussion. All public comments on the item will be heard before any discussion by the Public Body.

Members of the public will only be allowed to speak outside these public comment times if they are invited by the meeting chair to share additional information requested by the Public Body. If so invited to speak, the member of the public must do so from the podium.

Written comments are also welcome. Written comments shall include the name and address of the submitter and should be submitted to the Deputy Treasurer/Governance Coordinator by email at niki.erickson@mounthorebwi.info (subject line: *Public Comment Request-Name of Public Body*) or delivered by to the Village at: 138 E Main Street, Mount Horeb WI, 53572, ATTN *Public Comment Request-Name of Public Body*.

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.



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TOURISM COMMISSION AGENDA - VIRTUAL ONLY

Tuesday, September 16, 2025 at 5:30 PM

DRAFT MEETING MINUTES

- 1) Call to order
Chair Jones called the meeting to order at 5:31 p.m. Members present: Jones, Schuetzelz, Phillip, Grabe and Gauthier-Phillips. Also Present; Mount Horeb Area Chamber of Commerce President/CEO LaCasse-Ford and Village Administrator Owen.
- 2) Public Comments
None
- 3) Agenda Items
 - a. Consideration of June 02, 2025 Meeting Minutes
Motion by Schuetzelz to approve the June 2, 2025 minutes, second by Grabre. Motion carried with Gauthier-Phillips abstaining.
 - b. Report on Room Tax Collections
Administrator Owen reviewed the receipts for the first two quarters of 2025, noting one hotelier has yet to pay for the 2nd quarter and the Village is making collection efforts. He noted that 2025 is behind what we have seen in previous years. The committee noted that across the board, 2025 lodging receipts are trending about 10% low for the year.
 - c. Marketing Update from the Mount Horeb Chamber of Commerce
LaCasse-Ford presented the spending for 2025, noting that spending is in line with budget, but they had not been able to make up for cuts made in 2024 due to lower revenue as hoped. LaCasse-Ford highlighted the last pieces of the updated website, including the blog page. Initial analytics are looking positive, but it is early, and she will hopefully have more information to highlight at a future meeting.
 - d. Consideration of Recommendation on Room Tax Rate and Entity Percentage
Administrator Owen introduced the item, noting that when the room tax was created, "we felt it was important to keep the rate low and the entity's portion of the split high," in order for it to be acceptable to the hoteliers. Now that we have a history of using the tax well and showing the benefit, it seems like a good time to consider an increase to the rate and change to the split. Jones added he thought the 8% made sense, as

many others have that rate and a 70/30 split. LaCasse-Ford shared some information from her treasurer breaking down percentage splits with the new rate and added that she felt the 80/20 split was more of a break even for both parties. The consensus was to have a separate vote on each item. Motion by Jones to recommend increasing the room tax rate to 8% as of January 1, 2026, seconded by Gauthier-Phillips. Motion carried.

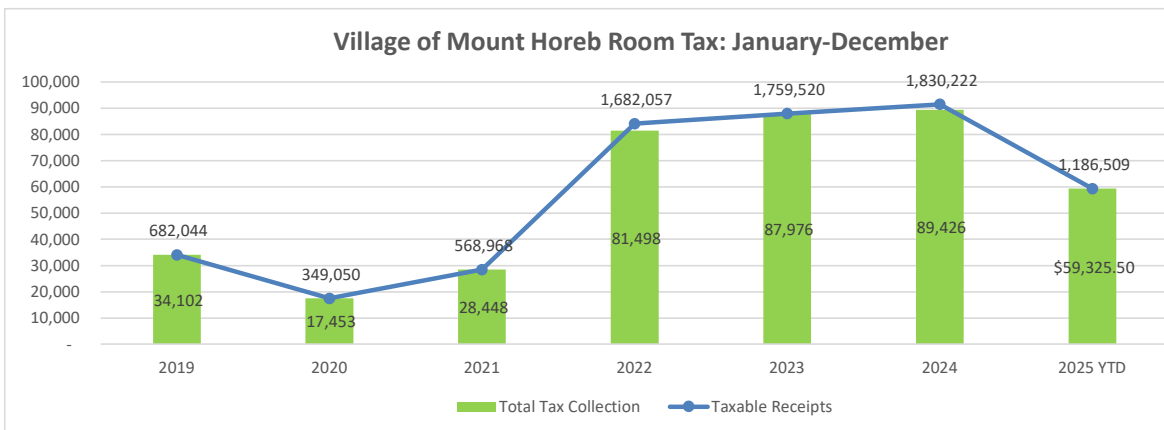
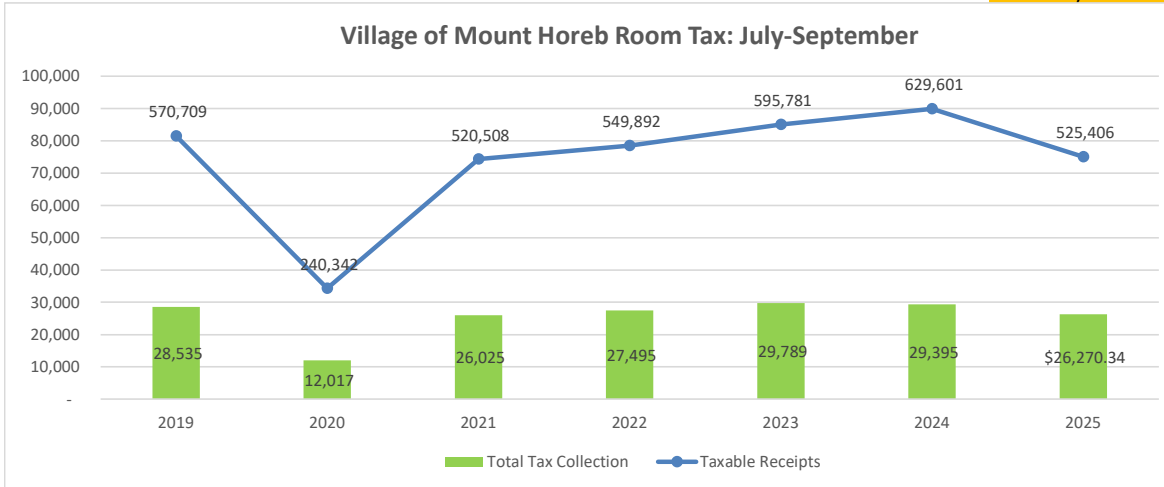
After further discussion on the revenue split, motion by Gauthier-Phillips to recommend 80% going to the tourism entity and 20% retained by the Village, seconded by Schuetpelz. Motion carried.

- 4) Set date and agenda items for next meeting
The next meeting will be Tuesday, December 16, at 5:30 p.m. Schuetpelz asked if we could have a listing of the room tax-paying entities included in the agenda. LaCasse-Ford will tentatively have a presentation on the 2026 advertising campaign. A potential discussion on the room tax area expansion.
- 5) Meeting adjournment.
Motion by Schuetpelz to adjourn, second by Jones. Motion carried. 6:18 p.m.

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	\$ 506,525.54	\$ 85,446.41	\$ 421,079.13	\$ 21,053.96	\$ 18,527.48	\$ 2,526.48
3rd	\$ 635,291.09	\$ 109,884.71	\$ 525,406.38	\$ 26,270.34	\$ 23,117.90	\$ 3,152.44
4th	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 1,439,697.62	\$ 253,188.29	\$ 1,186,509.33	\$ 59,325.50	\$ 52,206.44	\$ 7,119.06

Already Pd/AJE	-	\$ 59,325.50
Due to Chamber	-	\$ 52,206.44
VILL AJE	-	\$ 7,119.06
		7,119.06



**Village of Mount Horeb
Room Tax Graph data - Q3**

	July - September						
	2019	2020	2021	2022	2023	2024	2025
Taxable Receipts	570,709	240,342	520,508	549,892	595,781	629,601	525,406
Total Tax Collection	28,535	12,017	26,025	27,495	29,789	29,395	\$ 26,270.34
Gross Room Receipts	636,062	295,241	563,664	589,248	662,093	667,898	\$ 635,291.09
Exempt Room Receipts	65,354	54,900	43,156	39,356	66,312	38,297	\$ 109,884.71

