



VILLAGE OF MOUNT HOREB

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TOURISM COMMISSION AGENDA

Monday, June 2, 2025 at 5:30 PM

MEETING MINUTES

- 1) Call to order
Chair Jones called the meeting to order at 5:31. Members present: Jones, Grabe, Schuetpelz and Phillip. Also present were Andrew Nussbaum, Tourism Specialist for the Wisconsin Department of Tourism, Chamber of Commerce President/CEO LaCasse Ford and Village Administrator Owen.
- 2) Agenda Items
 - a. Consideration of February 12, 2025 Meeting Minutes
Motion by Schuetpelz to approve the February 12, 2025, minutes as presented, second by Jones. Motion carried.
 - b. Appearance by Drew Nussbaum, Department of Tourism
Nussbaum introduced himself and described his role with the department of tourism, focusing on building relationships with tourism entities and the hotels and lodging associations. Nussbaum shared the process and his advice for the expansion of our tourism commission to a tourism zone and offered his assistance with the process.
 - c. Report on Room Tax Collections
The committee reviewed the financial noting a 10% decline in 1st quarter collections. Administrator Owen will look to determine if there is a clear cause.
- 3) Update from Tourism Entity
LaCasse Ford provided an overview of the new Chamber of Commerce Website. Previously, they had divided the site into two, one for tourism and one for business. The new site brings both sites back to one, with different areas to focus on each topic. The committee was impressed with the updates.
- 4) Set date and agenda items for next meeting
The committee set the next meeting date for Tuesday, September 16th at 5:30 to discuss the tourism commission expansion talking points and review some area motel use statistics. They will meet on Tuesday December 16th at 5:30 to review the 2026 Budget and marketing plan.
- 5) Meeting adjournment.
Motion by Grabe to adjourn, second by Philip. Motion carried. 6:53 p.m.

