

**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
March 15, 2017**

The Tourism Commission met in regular session in the conference room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI.

Call to Order/Roll Call: Chair Mark Johnson called the meeting to order at 5:00pm. Commission members present: Ryan Czyzewski, Ed Moen, Jason Anderson, and Dennis Brass. Also in attendance: Chamber of Commerce Executive Director Melissa Theisen, Chamber Marketing Committee Co-Chair Rachael LaCasse-Ford, and Assistant Village Administrator Kathy Hagen.

Consider January 18, 2017 Tourism Commission minutes: Motion by Brass to approve, seconded by Anderson and carried unanimously.

Election of Vice Chair: Motion by Johnson to nominate Czyzewski, seconded by Czyzewski and carried unanimously.

Election of Secretary: No one was appointed. Motion by Brass to leave position open at this time, seconded by Czyzewski and carried unanimously. Village Administration will continue to handle meeting agendas and minutes.

Appoint Ex-Officio Member from Tourism Entity: Motion by Johnson to appoint the Chamber Executive Director - currently Melissa Theisen - as the ex-officio member, and co-chair of the Chamber Marketing Committee - currently Rachel LaCasse-Ford - as backup. Motion seconded by Czyzewski and carried unanimously.

Consider Contract with Tourism Entity for 2017: The Room Tax Agreement between the Village of Mount Horeb and Mount Horeb Area Chamber of Commerce was provided by Theisen. The agreement has been signed by the Chamber and needs the Village President's signature which Hagen will take care of.

Review and Discussion on Tourism Entity Marketing Plan: Theisen and LaCasse-Ford reviewed a handout which listed pros and cons of proposals received from five firms to assist with marketing. The Chamber Marketing Committee voted to not engage a firm on retainer but rather purchase services a la carte from each firm. Tourism Commission members agreed. The handout further listed the Chamber's current marketing plan with procedures on developing marketing campaigns and priorities of the plan.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday, August 23 at 5:00pm. The agenda will include a review of where 2017 room tax income to date has been spent.

Adjournment: There being no further business before the Commission, motion by Czyzewski, seconded by Moen and carried unanimously to adjourn at 5:52pm.

Minutes by Kathy L Hagen, Assistant Village Administrator