

**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
August 23, 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, Assistant Village Administrator Kathy Hagen, and Village Administrator Nicholas Owen.

Consider March 15, 2017 Tourism Commission minutes: Motion by Czyzewski to approve, seconded by Moen and carried unanimously.

Discussion on Airbnb properties: Owen gave a brief update that he is working with Village Attorney Bryan Kleinmaier to draft an ordinance making short term rentals a conditional use in the R-1 zoning district. If approved Airbnbs would be required to submit a conditional use application to the Village and would be provided with the information on room tax and would be required to collect and pay room tax. Johnson requested the Village research whether department of health approval was needed for Airbnbs.

Review and consider latest quarters of room tax revenue and how often to review: The committee reviewed the report and felt the revenues were in line with expectations. The committee felt reviewing the overall revenue report quarterly would be sufficient.

Update from Tourism Entity: Theisen provided an update on how the Chamber has been able to enhance their marketing efforts with the room tax revenues. LaCasse-Ford provided an update on the Chamber's branding initiative.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday, December 13 at 6:00pm. The agenda will include the quarterly room tax report and an expenditure report on the use of the room tax revenue.

Adjournment: There being no further business before the Commission, motion by Brass, seconded by Moen and carried unanimously to adjourn at 6:46m.

Minutes by Nicholas W Owen, Village Administrator