

**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
December 13, 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 6:15 pm. Commission members present: Ryan Czyzewski, Ed Moen and Dennis Brass. Commission members absent: Jason Anderson. Also in attendance: Chamber of Commerce Tourism and Marketing Coordinator Jo Ellen Graber, Chamber Marketing Committee Co-Chair Rachael LaCasse-Ford and Village Administrator Nicholas Owen.

Consider August 23, 2017 Tourism Commission minutes: Motion by Czyzewski to approve, seconded by Moen and carried unanimously.

Update from Tourism Entity: LaCasse-Ford introduced the Chamber's Tourism and Marketing Coordinator Jo Ellen Graber. LaCasse-Ford provided an update on the development of the Chamber's marketing plan. Graber provided an update on the expenditure of room tax funds and stated based on research they will begin to focus more on internet marketing than print.

Review year-to-date room tax revenue: The committee reviewed the report and felt the revenues were in line with expectations.

Update of adopted ordinances regulating Airbnb properties and requiring the properties to pay room tax: Owen gave a brief update that the Village Board has adopted an ordinance making tourist rooming houses a conditional use in the R-1 zoning district. The conditional use permit specifies rules and regulations for the operation of tourist rooming houses. The Village Board also adopted an amendment to the Room Tax Ordinance to specifically list tourist rooming houses as required room tax paying entities.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday, May 23rd 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 Dennis Brass, seconded by Ed Moen and carried unanimously to adjourn at 6:55 p.m.

Minutes by Nicholas W Owen, Village Administrator