

**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
May 22, 2019**

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

Call to Order/Roll Call: The meeting to order at 5:00 pm. Commission members present: Mark Johnson, Rachel LaCasse-Ford, Jason Anderson, Jessica Jackson and Dennis Brass. Also in attendance: Chamber of Commerce Tourism Executive Director Tiffany King and Marketing and Events Coordinator Annika Frame and Village Administrator Nicholas Owen.

Consider May 23, 2018 and November 28, 2018 Tourism Commission minutes: Motion by Brass, second by LaCasse-Ford to approve. Motion Carried.

Welcome new member, Jessica Jackson: The Committee welcomed the Village Representative on the Tourism Commission, Jessica Jackson.

Election of Chair: Annually at the first meeting the Commission elects a chair for the year. Motion by LaCasse-Ford second by Brass to nominate Johnson. With no other nominations motion by Brass to close the nominations, second by LaCasse-Ford, motion carried. The appointment of Johnson carried.

Update from Tourism Entity:

Review of 2018 Campaign Final Results: Frame reported that they had a good year in 2018. The committee reviewed some professional photos that will be used for marketing campaigns in 2019.

Discuss 2019 Campaign Progress Update: Frame and King reviewed the advertising campaign for 2019. The campaign will be similar to 2018's. They have already attended the Governor's Conference on Tourism and a tour bus trade show which resulted in a tour booking an more interest. They also provided an update on a new Itinerary feature on the Chamber's tourism website which allows people to plan out their trip to Mount Horeb.

Discuss 2020 Campaign Ideas: Frame and King said they will have more details about the 2020 campaign for the November meeting. They will be evaluating the current marketing and comparing it to the State's Tourism marketing averages.

Review year-to-date room tax revenue: So far for 2019 the room tax brought in \$10,994 in revenue for the Chamber to use for Marketing, for 2018 the final revenue was \$73,316. 2017 was \$71,761.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday, November 20, 2019 at 5:00pm. The agenda will include the quarterly room tax report and an expenditure report on the use of the room tax revenue and the marketing plan for 2020. The committee asked for the numbers to be distributed prior to the meeting.

Adjournment: There being no further business before the Commission, motion by Jackson, second by Lacasse-Ford to adjourn carried unanimously to adjourn at 5:36 p.m.

Minutes by Nicholas W Owen, Village Administrator