



Village of Mount Horeb

138 E Main St
Mount Horeb, WI 53572
Phone (608) 437-6884/Fax (608) 437-3190
Email: mhinfo@mounthorebwi.info Website: www.mounthorebwi.info

TOURISM COMMISSION WEDNESDAY, JANUARY 18, 2017

The Tourism Commission of the Village of Mount Horeb will meet on the above date at 5:00 pm in the Conference Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order; roll call
- 2) Election of Chair
- 3) Consider Establishment of Tourism Entity for 2017
- 4) Set Date and Agenda for next meeting
- 5) Adjourn

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GROSS, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-6884.

**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
January 18, 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: The meeting was called to order at 5:00p.m. Present were Ryan Czyzewski, Mark Johnson, Ed Moen, Jason Anderson and Dennis Brass. Also in attendance were Chamber of Commerce Executive Director Theisen, Assistant Administrator Hagen and Administrator Owen.

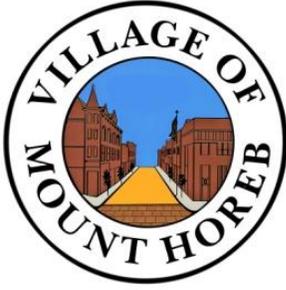
Election of Chair: Motion by Czyzewski to nominate Johnson, second by Johnson. Motion by Moen to nominate Brass, second by Czyzewski. Motion by Johnson, second by Brass to close the nominations. Motion carried. Johnson and Brass explained why they would each be interested in chairing the commission. Motion by Czyzewski to appoint Johnson as chair, second by Johnson. Motion carried.

Consider Establishment of Tourism Entity for 2017: The committee discussed contracting with the Chamber of Commerce as the room tax entity and **what the Chamber's plan** is for use of the money. Motion by Brass to appoint the Mount Horeb Area Chamber of Commerce as the room tax entity, second by Ed Moen. Motion carried.

Set Date and Agenda for next meeting: The next meeting will be on Wednesday March 15 at 5:00 p.m. The agenda will include the appointment of a vice chair and secretary.

Adjournment: There being no further business before the Commission, Czyzewski moved, Anderson seconded to adjourn the meeting at 5:50 p.m, carried by voice vote.

Minutes by Nicholas W Owen, Administrator



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TOURISM COMMISSION WEDNESDAY, MARCH 15, 2017

The Tourism Commission of the Village of Mount Horeb will meet on the above date at 5:00pm in the Conference Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order; roll call
- 2) Consider January 18, 2017 Tourism Commission minutes
- 3) Election of Vice Chair
- 4) Election of Secretary
- 5) Appoint Ex-Officio Member from Tourism Entity
- 6) Consider Contract with Tourism Entity for 2017
- 7) Review and Discussion Tourism Entity Marketing Plan
- 8) Set Date and Agenda for next meeting
- 9) Adjourn

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**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



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TOURISM COMMISSION WEDNESDAY, AUGUST 23, 2017

The Tourism Commission of the Village of Mount Horeb will meet on the above date at 6:15pm in the Conference Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order; roll call
- 2) Consider March 15, 2017 minutes
- 3) Discussion regarding Airbnb properties
- 4) Review and consider latest quarters of room tax revenue and how often to review
- 5) Update from Tourism Entity
- 6) Set date and agenda items for next meeting
- 7) Adjourn

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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



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TOURISM COMMISSION WEDNESDAY, DECEMBER 13, 2017

The Tourism Commission of the Village of Mount Horeb will meet on the above date at 6:15pm in the Conference Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order; roll call
- 2) Consider August 23, 2017 minutes
- 3) Update from Tourism Entity
- 4) Review year to date room tax revenue
- 5) Update of adopted ordinance regulating Airbnb properties and requiring the properties to pay room tax
- 6) Set date and agenda items for next meeting
- 7) Adjourn

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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