



# Village of Mount Horeb

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## TOURISM COMMISSION WEDNESDAY, MAY 23, 2018

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) Welcome new members: Rachel LaCasse-Ford and Brent Yauchler
- 3) Election of chair
- 4) Consider December 13, 2017 minutes
- 5) Update from Tourism Entity
  - a) Review 2017 Campaigns
  - b) Go over 2018 Campaigns
- 6) Review year to date room tax revenue
- 7) Set date and agenda items for next meeting
- 8) 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  
May 23, 2018

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 6:15 pm. Commission members present: Mark Johnson, Rachel LaCasse-Ford, Jason Anderson and Dennis Brass. Commission members absent: Brent Yauchler. Also in attendance: Chamber of Commerce Tourism and Marketing Coordinator Jo Ellen Graber and Village Administrator Nicholas Owen.

New commission member Rachel LaCasse-Ford were welcomed to the commission.

Election of Chair: Motion by LaCasse-Ford to nominate Mark Johnson, second by Brass. Being no further nominations, motion to close the nominations by Brass second by LaCasse-Ford. Motion carried. Motion to nominate Johnson as chair carried.

Consider December 13, 2017 Tourism Commission minutes: Motion by Brass to approve, seconded by Anderson and carried unanimously.

Update from Tourism Entity:

Review of 2017 Campaigns: Brass asked which campaigns were most successful. Graber said the Facebook campaigns were the easiest to measure and had good traffic. She added updates to the website will make it easier to track views. The Circle Wisconsin Marketplace provided great ideas from bus groups including cooperating with the New Glarus and Mineral Point Chambers on a heritage tour. Brass suggested inviting bus group organizers to visit Mount Horeb for an overnight stay to preview what we have to offer. Brass asked for an update on billboard renovations. Graber stated they are working with Dan Yoder of Sign Art Studios on the updates. LaCasse-Ford said their first-time push for advertising rooms for the Scandihoovian Festival was successful and they were much busier that weekend.

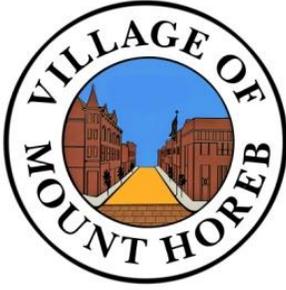
Go over 2018 Campaigns: **Graber reported that in addition to last year's campaigns they are looking into a radio campaign on NPR, they are adding money to the budget for more photographs and increasing existing funds for online marketing. Graber also presented the new logo that came out of the rebranding initiative.**

Review year-to-date room tax revenue: The committee reviewed the report and felt the revenues were in line with expectations. We are a little behind 2017 with collections but the committee felt that was understandable with the Village Inn closing and the late start to spring.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday, November 28<sup>th</sup> 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 LaCasse-Ford, seconded by Anderson and carried unanimously to adjourn at 6:40 p.m.

Minutes by Nicholas W Owen, Village Administrator



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## TOURISM COMMISSION WEDNESDAY, NOVEMBER 28, 2018

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

- 1) Call to order; roll call
- 2) Consider May, 23, 2018 minutes
- 3) Update from Tourism Entity
  - a) Review 2018 Campaigns
  - b) Discuss 2019 Campaigns
- 4) Review year to date room tax revenue
- 5) Set date and agenda items for next meeting
- 6) Adjourn

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VILLAGE OF MOUNT HOREB  
TOURISM COMMISSION MEETING MINUTES  
November 28, 2018

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, Brent Yauchler and Dennis Brass. Also in attendance: Chamber of Commerce Tourism Executive Director Tiffany King and Marketing and Events Coordinator Anika Frame and Village Administrator Nicholas Owen.

Consider May 23, 2018 Tourism Commission minutes: The minutes will be approved at the next commission meeting.

Update from Tourism Entity:

Review of 2018 Campaigns: Anika Frame reviewed the 2018 marketing breakdown including print, online, TV and radio.

Discuss 2019 Campaigns: Frame reviewed the 2019 Marketing plan detailing the objectives, goals and budget for marketing activities. The committee thanked Frame and King for the presentation.

Review year-to-date room tax revenue: For 2018 the room tax brought in \$73,000 in revenue for the Chamber to use for marketing purposes.

Set Date and Agenda for next meeting: The next meeting was set for Wednesday, May 22<sup>nd</sup> 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. The committee asked for the numbers to be distributed prior to the meeting.

Adjournment: There being no further business before the Commission, motion by Yauchler, second by Anderson to adjourn carried unanimously to adjourn at 5:30 p.m.

Minutes by Nicholas W Owen, Village Administrator