



HERITAGE
COMMUNITY
OPPORTUNITY

VILLAGE OF MOUNT HOREB

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THE FEBRUARY 8 TOURISM COMMISSION MEETING WILL BE HELD IN PERSON WITH A VIRTUAL OPTION. YOU CAN VIEW THE MEETING LIVE BY CLICKING THE "WATCH LIVE" LINK UNDER THE TROLLWAY TV GRAPHIC ON THE HOME PAGE OF THE VILLAGE WEBSITE AT WWW.MOUNTHOREBWI.INFO. THE MEETING IS ALSO BROADCAST ON MHTC CHANNEL 181 AND CHARTER CHANNEL 981. YOU CAN ALSO JOIN THE MEETING USING THE FOLLOWING:

Please join my meeting from your computer, tablet or smartphone.

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TOURISM COMMISSION TUESDAY, February 8, 2022

The Tourism Commission of the Village of Mount Horeb will meet virtually on the above date at 6:00pm. Agenda as follows:

- 1) Call to order; roll call
- 2) Consider February 17, 2021 minutes
- 3) Introduction of new Members
- 4) Audit of 2021 Tax Collections
- 5) Update from Tourism Entity
 - a) 2021 Campaign Progress Update
 - b) 2022 Campaign Ideas
- 6) Set date and agenda items for next meeting
- 7) Adjourn

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**VILLAGE OF MOUNT HOREB
TOURISM COMMISSION MEETING MINUTES
FEBRUARY 8, 2022**

The Tourism Commission was held at the above date virtually.

Call to Order/Roll Call: The meeting to order at 5:00 pm. Commission members present: Mark Johnson, Brett Halverson, Mike Flaherty and Dennis Brass. Absent: Jason Anderson. Also in attendance: Chamber of Commerce Tourism Executive Director Rachel LaCasse-Ford and Village Administrator Nicholas Owen.

Consider February 17, 2021 Tourism Commission minutes: Motion by Johnson, second by Brass to approve. Motion Carried.

Update from Tourism Entity:

2021 Campaign Progress Update: LaCasse-Ford reviewed the spending and marketing campaigns from 2021. Due to the uncertainty of the pandemic and staff changes they focused on owned marketing platforms to make the best use of the reduced room tax dollars and hired a 3rd party marketer to manage some social media platforms. LaCasse-Ford reviewed the room tax spending highlighting that they spent more on staff time for marketing than they would like to do to decreased revenues.

2022 Campaign Ideas: LaCasse-Ford stated for 2022 they will be adjusting the room tax spending to be more focused on advertising and less on staff. Staff expects room tax revenues to recover to pre-pandemic levels. Also, for 2022 they are working on getting updated photography from events, coop ads with business partners. The committee recommended looking into the potential of assisting businesses with funding placement on the blue highway attraction signs.

Set Date and Agenda for next meeting: The next meeting was set for Tuesday August 9th at 6:00 p.m. to review 2022 spending and preliminary ideas for 2023.

Adjournment: There being no further business before the Commission, motion by Brass, second by Flaherty to adjourn carried unanimously to adjourn at 7:01 p.m.

Minutes by Nicholas W Owen, Village Administrator

**Village of Mount Horeb
Summary of Overnight Lodging Collections
For the year ending December 31, 2022**

Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Allocation	
					Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 315,844.95	\$ 42,687.68	\$ 273,157.27	\$ 13,657.86	\$ 12,018.92	\$ 1,638.94
2nd	\$ 342,668.46	\$ 14,320.32	\$ 328,348.14	\$ 16,417.40	\$ 14,447.31	\$ 1,970.09
3rd	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4th	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 658,513.41	\$ 57,008.00	\$ 601,505.41	\$ 30,075.26	\$ 26,466.23	\$ 3,609.03

Village of Mount Horeb Summary of Overnight Lodging Collections For the year ending December 31, 2021

Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Allocation	
					Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 255,883.44	\$ 63,064.57	\$ 192,818.87	\$ 9,640.94	\$ 8,484.03	\$ 1,156.91
2nd	\$ 435,990.95	\$ 59,841.44	\$ 376,149.51	\$ 18,807.48	\$ 16,550.58	\$ 2,256.90
3rd	\$ 563,664.09	\$ 43,156.23	\$ 520,507.86	\$ 26,025.40	\$ 22,902.35	\$ 3,123.05
4th	\$ 451,076.46	\$ 53,631.63	\$ 397,444.83	\$ 19,872.24	\$ 17,487.57	\$ 2,384.67
Total	\$ 1,706,614.94	\$ 219,693.87	\$ 1,486,921.07	\$ 74,346.06	\$ 65,424.53	\$ 8,921.53

