



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday – January 17, 2023 – 2:00 P.M.

www.ci.verona.wi.us

1. Call to Order
2. Roll Call
3. Public Comment
4. Discussion and Possible Action: Approval of the October 18, 2022 Tourism Commission minutes.
5. Discussion and Possible Action: Presentation by Destination Madison
6. Discussion and Possible Action: 2022 3rd Quarter Room Tax Revenue Report
7. Reports and comments from Tourism Coordinator
8. Reports and comments from Staff
9. Reports and comments from Commission Members
10. Adjournment

Posted: Verona City Hall,
Verona Public Library,
Miller's Market

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Notice is hereby given that a quorum of the members of the City Council or other standing committees of the City Council may be present at the meeting of the Tourism Commission to gather information about a subject over which they have decision-making responsibility. The City Council and any other standing committees will not take formal action at this meeting.

If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

CITY OF VERONA
TOURISM COMMISSION
MINUTES
October 18, 2022

1. Call to Order: Hunt called the meeting to order at 2:01 p.m.
2. Roll Call: Christine Posey, Jason Hunt, and Sarah Hoechst were present. Charlie Eggen arrived at 2:03 p.m. Wehrelly was absent and excused. Posey left the meeting at 2:45 p.m. Also present: City Administrator Adam Sayre, City Clerk Holly Licht, Finance Director Brian Lamers, VACC Tourism Coordinator Allison Plumer, and VACC Executive Director Le Jordan.
3. Public Comment
4. Discussion and Possible Action: Approval of the May 17, 2022 Tourism Commission minutes

Motion by Hoechst, seconded by Posey to approve the May 17, 2022 Tourism Commission minutes. Motion carried 3-0.
5. Discussion and Possible Action: 2022 2nd Quarter Room Tax Revenue Report

Lamers stated that \$36,000 will go into reserve. Next quarter, the chamber will get \$70,000. Eggen stated that they have seen an increase in rooms in the 3rd quarter.
6. Discussion and Possible Action: Verona Area Chamber of Commerce Draft 2023 Budget

Jordan stated that it was similar to the budget to pre-COVID. The part that has really changed is the community impact section. It used to be 50k grants and 20k in event coordination. They have lowered the money for grants and marketing. Reallocating the marketing funds to specific events.

Motion by Eggen, seconded by Posey to approve the Verona Area Chamber of Commerce Draft 2023 Budget. Motion carried 4-0.
7. Discussion and Possible Action: Wisconsin Economic Development Corporation: Vibrant Spaces Grant

The goal for the grant would be to get a big Christmas tree and get removable siding and heaters for Hometown Holidays. Jordan stated that it could also expand the farmers market in spring and fall. Posey asked if the Chamber had talked to military families about covering the fountain. Jordan stated they would talk with them. Posey asked how this park would flow with the new park. Jordan stated that they are different spaces. Its visible by car and bike trail. Posey said that she didn't want to be redundant. The commission stated that the bike path needed signage. The park board and the City Council need to approve a resolution to apply for the grant.
8. Discussion and Possible Action: Paoli Room Tax

Now that 7 Acres is going in, they are looking to set up room tax.

9. Reports and comments from Tourism Coordinator

Allison Plumer presented the new website concept and the new logo and marketing materials for the Chamber.

10. Reports and comments from Staff

11. Reports and comments from Commission Members

12. Adjournment: Motion by Hoechst, seconded by Eggen to adjourn the meeting at 3:25 p.m. Motion carried 3-0.

**City of Verona
Room Tax Report**

	TOTAL	Chamber	Convention Bureau 6%	Madison Sports Commission 10%	Excess to be Retained	City 30%
1st Quarter 2018	119,939.01	70,000.00	7,196.34	11,993.90	(5,232.93)	35,981.70
2nd Quarter 2018	175,176.54	70,000.00	10,810.59	17,517.65	24,295.33	52,552.96
3rd Quarter 2018	201,210.34	70,000.00	12,072.62	20,121.03	38,653.61	60,363.08
4th Quarter 2018	143,904.30	70,000.00	8,634.26	14,390.43	7,708.32	43,171.29
Total 2018	640,230.19	280,000.00	38,713.81	64,023.01	65,424.33	192,069.04
1st Quarter 2019	131,235.57	70,000.00	7,874.13	13,123.56	867.21	39,370.67
2nd Quarter 2019	169,384.26	70,000.00	10,163.06	16,938.43	21,467.50	50,815.27
3rd Quarter 2019	205,123.34	70,000.00	12,307.40	20,512.33	40,766.60	61,537.00
4th Quarter 2019	149,470.40	70,000.00	8,968.22	14,947.04	10,714.02	44,841.12
Total 2019	655,213.57	280,000.00	39,312.81	65,521.36	73,815.33	196,564.06
1st Quarter 2020	106,259.22	70,000.00	6,375.55	10,625.92	(12,620.02)	31,877.77
2nd Quarter 2020	23,187.02	70,000.00	1,391.22	2,318.70	(57,479.01)	6,956.11
3rd Quarter 2020	46,973.03	30,000.00	2,818.38	4,697.30	(4,634.56)	14,091.91
4th Quarter 2020	24,746.55	30,000.00	1,484.79	2,474.66	(16,636.86)	7,423.97
Total 2020	201,165.82	200,000.00	12,069.94	20,116.58	(91,370.45)	60,349.75
Discover WI Payment					(45,000.00)	
1st Quarter 2021	25,679.81	30,000.00	1,540.79	2,567.98	(16,132.90)	7,703.94
2nd Quarter 2021	67,945.04	30,000.00	4,076.70	6,794.50	6,690.32	20,383.51
3rd Quarter 2021	136,956.93	30,000.00	8,217.42	13,695.69	43,956.74	41,087.08
4th Quarter 2021	103,051.44	30,000.00	6,183.08	10,305.14	25,647.77	30,915.43
Total 2021	333,633.22	120,000.00	20,017.99	33,363.31	60,161.93	100,089.97
1st Quarter 2022	66,806.00	45,000.00	4,008.36	6,680.60	(8,924.76)	20,041.80
2nd Quarter 2022	150,822.20	45,000.00	9,049.33	15,082.22	36,443.99	45,246.66
3rd Quarter 2022	193,636.55	70,000.00	11,618.19	19,363.66	34,563.74	58,090.97
4th Quarter 2022	-	-	-	-	-	-
Total 2022	411,264.75	160,000.00	24,675.88	41,126.48	62,082.97	123,379.43

Remaining

209,989.40