



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday – May 17, 2022 – 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 February 15, 2022 Tourism Commission minutes.
5. Discussion and Possible Action: 2022 1st Quarter Room Tax Revenue Report
6. Reports and comments from Tourism Coordinator
7. Reports and comments from Staff
8. Reports and comments from Commission Members
9. 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
MINUTES
TOURISM COMMISSION
February 15, 2022
Verona City Hall

1. Call to Order: Jason Hunt called the meeting to order at 2:08 p.m.
2. Roll Call: Jason Hunt, Sara Hoechst, and Christine Posey and Charlie Eggen. Pat Werhley was absent and excused. Also present: City Administrator Adam Sayre, City Clerk Holly Licht, VACC Tourism Coordinator Allison Plumer, and VACC Executive Director Le Jordan.
3. Public Comment: None
4. Discussion and Possible Action: Approval of the November 16, 2021 Tourism Commission minutes

Motion by Eggen, seconded by Hoechst to approve the minutes of the November 16, 2021 Tourism Commission meeting. Motion carried 4-0.
5. Discussion and Possible Action: 2021 4th Quarter Room Tax Revenue Report

The 2021 4th Quarter Room Tax Revenue Report was presented and entered into the record. Eggen stated that while the room tax numbers were down for 4th quarter, they were better than they were in 2020. He added that January and February have been slow so far. There was discussion about the difficulty of booking events at the school district facilities, which is needed to generate more room tax. The Commission would like to bring school facility use policies to a future meeting as an agenda item.
6. Reports and comments from Tourism Coordinator

The Commission discussed stay-to- play policies for the future for Reddan and other facilities in the City. The Commission would like this to be a future agenda item.

Plumer stated she is working with the wedding venues in town, creating a meeting planning toolkit, working on adventure digital packages similar to the coffee and pub crawl, starting a blog, and engaging more with different sporting groups.
7. Reports and comments from Staff: None
8. Reports and comments from Commission Members: None
9. Adjournment: Motion by Hoechst, seconded by Eggen to adjourn at 3:30 p.m. Motion carried 4-0.

Respectfully Submitted,
Holly Licht, City Clerk

**City of Verona
Room Tax Report**

	TOTAL	Chamber	Convention Bureau 6%	Madison Sports Commission 10%	Excess to be Retained	City 30%
1st Quarter 2017	77,987.31	42,113.15	4,679.24	7,798.73	-	23,396.19
2nd Quarter 2017	128,024.36	50,000.00	7,681.47	12,802.44	19,133.16	38,407.31
3rd Quarter 2017	174,023.52	50,000.00	10,441.41	17,402.35	43,972.70	52,207.06
4th Quarter 2017	139,078.57	53,333.00	8,344.71	13,907.86	21,769.43	41,723.57
Total 2017	519,113.76	195,446.15	31,146.83	51,911.38	84,875.29	155,734.13
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	-	-	-	-	-	-
3rd Quarter 2022	-	-	-	-	-	-
4th Quarter 2022	-	-	-	-	-	-
Total 2022	66,806.00	45,000.00	4,008.36	6,680.60	(8,924.76)	20,041.80

Remaining

138,981.67