



Verona Tourism Commission

MINUTES
Verona Tourism Commission
January 30, 2018

The meeting was called to order by Scott Stewart at 2:05 p.m.

Roll Call: Scott Stewart, Alder Jack Linder, Halley Jones, Jason Hunt, were present. Charlie Eggen was included by telephone.

Also present: Mayor Hochkammer, City Administrator Jeff Mikorski, Planning and Zoning Director Adam Sayre, and Executive Director of the Verona Area Chamber of Commerce Le Jordan.

Discussion and Possible Action regarding Approval of the December 20, 2017 Tourism Commission Minutes:
Motion by Stewart, seconded by Linder, to approve the December 20, 2017 minutes. Motion carried 4-0.

Discussion regarding Job Description, Responsibilities and Compensation for new Verona Area Chamber of Commerce Tourism position:

Le Jordan presented a proposed Tourism Coordinator job description and functions that would be funded through the Verona Tourism Commission. The position would be responsible for marketing the City of Verona, with a goal of securing a significantly increased number of overnight stays in Verona and promoting local dining, drinking, and shopping establishments. In addition, the position would be responsible for creating and bringing activities and events to Verona that will enhance the City's image as a destination for business and leisure travel.

Discussion and Possible Action regarding the Verona Area Chamber of Commerce 2018 Tourism Budget.

Le Jordan presented a proposed 2018 tourism budget for the Chamber of Commerce. The budget totaled \$300,000 (or \$75,000 per quarter) including \$5,800 for facility costs (23% increase), \$ 24,200 for office admin and supplies (2% increase), \$ 53,600 for large draw event planning (no change), \$54,000 for grant distribution (20% increase), \$104,487 for marketing/promoting/advertising (1% decrease), \$9,600 for other advertising (27% decrease), and \$47,693 for marketing-website, creative, reporting (36% decrease). Discussion continued regarding the amount of room-tax that is expected to be collected in the coming year and the concern that enough room-tax will be collected in 2018 to commit to the \$300,000 budget. Motion by Linder, seconded by Jones, to approve the 2018 budget for Tourism related activities through the Verona Area Chamber of Commerce to \$280,000 or \$70,000 per quarter. Motion carried 4-0.

Motion by Hunt, seconded by Stewart, to amend the budget by adding \$3,333.33 to the 2018 Tourism budget to match the City of Verona and the Chamber of Commerce to become joint sponsors for a Packer Tailgate event by the Badger Prairie Needs Network. Motion carried 4-0.

Discussion and Possible Action regarding Setting date and time for monthly Tourism Commission meeting
By consensus, Tourism Commission meetings will be held on the third Tuesday of each month at 2:00 pm.

Adjournment: Motion by Jones, seconded by Stewart, to adjourn the Tourism Commission meeting at 3:40 p.m. Motion carried 4-0.

Respectfully submitted,
Jeff Mikorski, ICMA-CM
Verona City Administrator