



# Verona Tourism Commission

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**MINUTES**  
**Verona Tourism Commission**  
**February 20, 2018**

The meeting was called to order by Scott Stewart at 2:12 p.m.

Roll Call: Scott Stewart, Alder Jack Linder, Halley Jones, Jason Hunt, and Charlie Eggen were present. 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 January 30, 2018 Tourism Commission Minutes: Motion by Hunt, seconded by Stewart, to approve the January 30, 2018 minutes. Motion carried 4-0.

Discussion and Possible Action regarding the Verona Area Chamber of Commerce 2018 Tourism Budget. Le Jordan presented an updated 2018 tourism budget for the Chamber of Commerce totaling \$280,000, based on the action of the Commission in January. Commissioners will be looking to establish the 2019 tourism budget based on the 2017 full year of collections, and the 2 quarters of collections in 2018. It is a goal of the Commissioners to have that in place by end of year 2018. No action was taken.

Discussion regarding reports. Le Jordan provided the Commission with the 4<sup>th</sup> quarter tourism related expenses report and a Tourism related Profit & Loss report for January 2018. Also provided was a report on the tourism activity in 2017 from 6am Marketing company.

Discussion and Possible Action regarding Inventory Study and Convention/Conference Center Study Mikorski provided information on a number of companies that do this type of study, but in order to get a price for a study, a scope of work will need to be identified for the study. Commission requested Mikorski setup a conference call with one of the companies to get help identifying the scope of work needed to be performed. Once a scope is identified, the cost of the study can be determined.

Adjournment: Motion by Stewart, seconded by Eggen, to adjourn the Tourism Commission meeting at 3:20 p.m. Motion carried 5-0.

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