



Verona Tourism Commission

MINUTES Verona Tourism Commission March 20, 2018

The meeting was called to order by Scott Stewart at 2:02 p.m.

Roll Call: Scott Stewart, Alder Jack Linder (during meeting), Halley Jones, Jason Hunt, and Charlie Eggen were present.

Also present: Common Council member Brad Stiner, City Administrator Jeff Mikorski, Planning and Zoning Director Adam Sayre, Finance Director Brian Lamers, and Executive Director of the Verona Area Chamber of Commerce Le Jordan.

Discussion and Possible Action regarding Approval of the February 20, 2018 Tourism Commission Minutes: Correction on the February 20, 2018 minutes to show all Tourism Commissioners were present for the vote on the January 30, 2018 minutes. Motion by Hunt to make the correction, seconded by Stewart. Motion carried 4-0. Motion by Stewart, seconded by Hunt, to approve the February 20, 2018 minutes. Motion carried 4-0.

Discussion and Possible Action regarding the Verona Area Chamber of Commerce Tourism Update and Tourism Coordinator Update.

Le Jordan presented an update on the new Tourism position. The position will be posted and receive applications at the end of March. The Chamber is working with the Employer Group to modify job description and advertisement. Jordan requested Tourism Commissioners to participate in the interview process, along with representatives of the Chamber. Charlie Eggen and Scott Stewart were interested in participating in the hiring process. Jordan updated the Tourism Commission on the activity with 6am Marketing and requested time on the April 17, 2018 meeting for the marketing firm to present information and what the tourism metrics for success will be for the coming year. By consensus, the presentation will be included on the April 17 agenda.

Commission Member Comments

Commissioner Eggen request the Tourism Commission look at establishing a mechanism to allow the next year's Tourism budget be established early in year based on the full previous years room-tax collections (for instance the 2019 tourism budget be approved in March of 2018 based on the 2017 room-tax collections).

Scott Stewart opened the meeting to announcements:

Brad Stiner requested the Tourism Commission provide feedback on the new High School project.

Commissioners were in unanimous support of the school because it will bring more people into the City for competitions at the high school sports fields and pools and be an asset to the City. Comments included concern for traffic on Nine Mound Road affecting businesses, but public benefit will be over 5 million dollars to businesses; the proposed facilities are what people see at other high schools where students visit and compete; the property could have been commercial that would have provided a big increase in the tax base; road leading to Paoli Street should have been forced completed; and hope the added transportation costs do not reduce facilities.

Linder suggested the Tourism Commission write a letter to Council and the School District in support of the facilities and not to reduce the facilities at the site including second pool. With unanimous consent, Stewart will draft letter.

Stewart asked about the Conference Center feasibility study. Mikorski stated he will be setting up a conference call with a company to help develop a scope of work that will be used by the Tourism Commission to contract for project. Mikorski asked if any Tourism Commissioners are interested in the conference call.

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