



# Verona Tourism Commission

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MINUTES  
Verona Tourism Commission  
May 15, 2018

The meeting was called to order by Jason Hunt at 2:02 p.m.

Roll Call: Halley Jones, Jason Hunt, Karl Curtis, and Charlie Eggen were present. Council representative not appointed yet.

Also present: 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 Election of a Chairperson, Vice Chairperson, and secretary for the Tourism Commission for 2018-2019 term.

Commissioner Jones nominated Jason Hunt as Chairman, Charlie Eggan as Vice Chairman, and Karl Curtis as Secretary. With no other nominations heard, Jones motioned, seconded by Hunt, Motion carried 4-0.

Discussion and Possible Action regarding Approval of the March 20, 2018 Tourism Commission Minutes:  
Motion by Eggan, seconded by Jones, to approve the March 20, 2018 minutes. Motion carried 4-0.

Discussion: 2018 1<sup>st</sup> Quarter Room Tax Report.

Mikorski presented the first quarter returns for Room Tax at \$119,939.01. The amount is higher than the 2017 1<sup>st</sup> quarter returns, but lower than the 4<sup>th</sup> quarter 2017 returns. Of those taxes the City receives 30% (\$35,981.70), Madison Convention and Visitors Bureau receives 6% (\$7,196.34), Madison Sports Commission receives 10% (11,993.90), and the Chamber receives \$70,000. Total outlay required \$5,232.93 of retained funds to be used. Total excess retained for additional Tourism related funding is \$79,642.36.

Discussion: Updates

Le Jordan provided some information on the hiring of a Tourism Coordinator, with an expected start date in July 2018. The Chamber working with 6am Marketing purchased a 3 month block of ads for Tourism

Commissioner Hunt asked if the Tourism Commission letter to the School District and City Council, regarding the second pool and turf fields, has been sent. The letter was to be written by Scott Stewart, previous Chairperson of the Tourism Commission. Chairperson Jason Hunt will put together the letter and distribute a draft for review to some Commissioners.

Commission Member Comments

Commissioner Eggan requested the Tourism Commission look at starting the 2019 budget discussion in August for the contribution to the Chamber of Commerce.

Commissioner Jones mentioned that the School District deadline to determine if the second pool can be funded is in September, 2018.

Adjournment: Motion by Eggen, seconded by Curtis to adjourn the Tourism Commission meeting at 3:02 p.m. Motion carried 4-0.

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