

**CITY OF VERONA**  
**MINUTES**  
**TOURISM COMMISSION**  
**June 16, 2020**  
**Verona City Hall**

1. **Call to Order:** Jason Hunt called the meeting to order at 2:03 p.m.
2. **Roll Call:** Charlie Eggen, Sara Hoechst, Jason Hunt, Charlotte Jerney and Patricia Wehrley were present. Also present: Adam Sayre, City Administrator; Brian Lamers, Finance Director; Ellen Clark, City Clerk; Le Jordan, Verona Area Chamber of Commerce (VACC) Executive Director; and Halley Jones, VACC Tourism Coordinator.
3. **Discussion and Possible Action Re: Approval of the April 21, 2020 Tourism Commission Minutes**  
Motion by Jerney, seconded by Wehrley, to approve the April 21, 2020 Tourism Commission minutes. Motion carried 5-0.
4. **Discussion and Possible Action Re: 2020 1st Quarter Room Tax Revenue Report**  
Lamers went over the first quarter room tax and stated that the total collected was \$106,259 and the payouts went over so we had to utilize \$12,620 of the excess funds. The excess funds remaining after paying the Chamber and Discover Wisconsin is \$166,495.
5. **Discussion and Possible Action Re: Update on 2020 and 2021 budgets**  
Jordan stated that she would like an update from the hotels and checking on the reserve amount.  
  
The two hotels Eggen manages will bring in \$3,500 and \$4,000 of room tax for the first two months and that June will be about the same.  
  
Jordan stated that she will need to go through the funds to see what is left from the money that was given to the Chamber.  
  
Hunt asked if we can hold any money back from the Chamber if needed. Sayre responded that they could look into it.  
  
Jordan shared that the Chamber has been really trying to think outside of the box to bring people in at the best cost.  
  
Lamers stated that if there is money at the end of the year, the Commission could just use the money to lower the budget for next year.  
  
Eggen shared that Destination Madison has been cutting staff and has been looking at how to cut funding for different organizations. Many other tourism groups are in the same boat.  
  
Hunt reiterated the importance of being careful on spending. Jones stated that the main thing money is spent on getting people to stay in our hotels.  
  
Hoechst said that the Hop Haus Brewing Company is starting to host events, but nothing too big. The next big one would be October 17<sup>th</sup> with the Beer Run.

Eggen stated that it would be smart to reach out to other communities to piggy back off of their events. He says that the pools at the hotels are open, but at a smaller capacity.

Jones talked about the “Ing is the Thing” campaign that they are running at a 50 mile radius. This campaign is highlighting all the activities that you can do in Verona like hiking, biking, kayaking, etc. The Ice Age Trail has an event in October, the Mammoth Hike 40 Challenge, that will help promote coming to Verona and other communities along the trail.

Eggen shared that Epic canceled UGM and the Dairy World Expo was also canceled. Many other things have been canceled like weddings and other smaller events. There is currently no in-person training available at Epic. Maybe we should promote a “Home Away From Home” feel.

**6. Discussion and Possible Action Re: Update on Discover Wisconsin**

Jones said that they are starting to film tomorrow. They will be doing general filming and photos around Verona during their time here. They will be featuring different places like Fireman’s Park, the different breweries, Hartland Farm Sanctuary, Epic, and the Sugar River. She will be accompanying them most of the time to help point things out. Airing will take place in 2021.

**7. Reports and comments from Tourism Coordinator**

Jones shared that on VisitVeronaWI.com there is a wedding page where they share different venues and shops for wedding related things. A podcast has just been added on there to spotlight local vendors. They are not spending a lot of money on digital ads right now.

**8. Reports and comments from Staff**

There were no comments from Staff.

**9. Reports and comments from Commission Members**

There were no reports or comments from Commission Members.

**10. Adjournment**

Motion by Jerney, seconded by Eggen, to adjourn at 2:58 p.m. Motion carried 5-0.

Ellen Clark, City Clerk