



# Verona Tourism Commission

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## MINUTES Verona Tourism Commission July 17, 2018

The meeting was called to order by Jason Hunt at 2:04 p.m.

Roll Call: Halley Jones, Jason Hunt, Karl Curtis. Charlie Eggen and Charlotte Jerney (newly appointed and not aware of the schedule of Tourism Commission meetings) were not present.

Also present: City Administrator Jeff Mikorski, Planning and Zoning Director Adam Sayre, Finance Director Brian Lamers, Economic Development Manager Dayna Sarver, Executive Director of the Verona Area Chamber of Commerce Le Jordan, and Tourism Coordinator JoEllen Graber.

### Discussion and Possible Action regarding Approval of the July 17, 2018 Tourism Commission Minutes:

Motion by Jones, seconded by Curtis, to approve the July 17, 2018 minutes. Motion carried 3-0.

### Discussion: Introduction of New Economic Development Manager and Tourism Coordinator.

Mikorski introduced the City of Verona's new Economic Development Manager Dayna Sarver. Sarver provided a brief summary of her career and interest in supporting the Tourism Commission. Jordan introduced the new Verona Area Chamber of Commerce Tourism Coordinator JoEllen Graber. Graber provided a brief summary of her career and interest in working with the Tourism Commission and City to improve Tourism services.

### Discussion and Possible Action regarding Letter of Support to School District for Second Pool and Turf.

Commissioner Hunt requests that the Tourism Commission authorize a letter to be sent to the School District and City Council, regarding the second pool and turf fields, after review of draft provided to Commission and placed on City letterhead. Motion by Jones, seconded by Curtis to send a letter of support for the second pool and turf fields at the new high school with edits from commissioners. Motion carried 3-0.

### Discussion and Possible Action regarding possible study for tourism destination projects in the City of Verona.

Discussion included working with the Department of Tourism on possible studies and looking at what may bring people to Verona. No action taken.

### Commission Member Comments

It was suggested to invite a representative from the Department of Tourism to the next Tourism Commission meeting.

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

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