



Verona Tourism Commission

MINUTES
Verona Tourism Commission
August 21, 2018

The meeting was called to order by Jason Hunt at 2:00 p.m.

Roll Call: Jason Hunt, Halley Jones, Karl Curtis, Charlie Eggen, and Charlotte Jerney.

Also present: City Administrator Jeff Mikorski, Economic Development Manager Dayna Sarver, Executive Director of the Verona Area Chamber of Commerce Le Jordan, Tourism Coordinator JoEllen Graber, and Department of Tourism representative Andrew Nussbaum.

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

Motion by Jones, seconded by Jerney, to approve the July 17, 2018 minutes. Motion carried 5-0.

Discussion: Department of Tourism Assistance.

Andrew Nussbaum from the Department of Tourism discussed how the Department of Tourism can help the Verona Tourism Commission regarding the need for a study. Nussbaum feels the next step for the Tourism Commission should be to work through an asset inventory. He will provide asset inventory forms to the Commission to find opportunities for Verona to highlight and/or differential the City from the other suburban neighborhoods around Madison.

Discussion: 2018 2nd Quarter Room Tax Report

Mikorski provided the Tourism Commission with the 2nd Quarter room-tax report showing that a total of \$175,176.54 was collected. The Chamber of Commerce receives \$70,000 for tourism activity, the City's portion (30%) would be \$52,552.96, the Madison Sports Commission portion (10%) is \$17,517.65, the GMCVB portion (6%) is \$10,510.59, and the excess to the Tourism Commission is \$24,595.33.

Commission Member Comments

Charlotte Jerney announced that she will not be in attendance for the September Tourism Commission meeting.

Adjournment: Motion by Curtis, seconded by Jones to adjourn the Tourism Commission meeting at 3:36 p.m. Motion carried 5-0.

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