

CITY OF VERONA
MINUTES
TOURISM COMMISSION
September 15, 2020
Verona City Hall

1. **Call to Order:** Jason Hunt called the meeting to order at 2:30 p.m.
2. **Roll Call:** Charlie Eggan, Sara Hoechst, Jason Hunt, and Charlotte Jerney 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 June 16, 2020 Tourism Commission Minutes**
Motion by Jerney, seconded by Hoechst, to approve the April 21, 2020 Tourism Commission minutes. Motion carried 3-0.
4. **Discussion and Possible Action Re: 2020 2nd Quarter Room Tax Revenue Report**
Lamers presented the second quarter room tax revenue report. The total collected was \$23,187.00. The payouts exceeded collections by \$57,479.00. Excess funds were used to make up the difference. If the City continues to go in the negative, they will not be able to give the Chamber the \$70,000 each quarter. The Chamber is applying for grants and looking at adjusting their budget for next year. Jerney feels like they should be more on the conservative side and not dip into the reserve. Hoechst suggested that they do a percentage as well as a set “bonus” amount from the reserve.
5. **Discussion and Possible Action Re: Update on 2020 and 2021 budgets**
Discussion was put on hold.
6. **Discussion and Possible Action Re: Update on Discover Wisconsin**
Most filming is done. The airing date is in March.
7. **Reports and comments from Tourism Coordinator**
Jones informed the commission that the best place to look for promotions is on the Visit Verona Facebook Page.
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 Hoechst, to adjourn at 3:40 p.m. Motion carried 3-0.

Kayla Martin, Deputy Clerk