



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday –September 19, 2023– 2:00 P.M.

www.ci.verona.wi.us

1. Call to Order
2. Roll Call
3. Public Comment
4. Discussion and Possible Action Re: Approval of the January 17, 2023 Tourism Commission minutes.
5. Discussion and Possible Action Re: 2023 Quarter 2 Room Tax Report
6. Discussion and Possible Action Re: Verona Area Chamber of Commerce 2024 Budget
7. Discussion and Possible Action Re: Request from ICE Inc. for change in distribution timeline of previously allocated funds
8. Discussion and Possible Action Re: Christkindl Market sponsorship
9. Discussion and Possible Action Re: Arthouse 360 funding request
10. Discussion and Possible Action Re: Policy on use of reserve funds
11. Reports and comments from Tourism Coordinator
 - a. Destination Madison presentation at October meeting
12. Reports and comments from Staff
13. Reports and comments from Commission Members
14. Adjournment

Posted: Verona City Hall,
Verona Public Library,
Miller's Market

All agendas are posted on the City's website at: www.ci.verona.wi.us

Notice is hereby given that a quorum of the members of the City Council or other standing committees of the City Council may be present at the meeting of the Tourism

Commission to gather information about a subject over which they have decision-making responsibility. The City Council and any other standing committees will not take formal action at this meeting.

If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

CITY OF VERONA
TOURISM COMMISSION
MINUTES
January 17, 2023

1. Call to Order: Hunt called the meeting to order at 2:04 p.m.
2. Roll Call: Christine Posey, Jason Hunt, and Charlie Eggen were present. Sarah Hoechst arrived at 2:06 p.m. Wehrelly was absent and excused. Also present: City Administrator Adam Sayre, VACC Tourism Coordinator Allison Plumer, and VACC Executive Director Le Jordan.
3. Public Comment - None
4. Discussion and Possible Action: Approval of the October 18, 2022 Tourism Commission minutes

Motion by Hunt, seconded by Posey to approve the October 18, 2022 Tourism Commission minutes. Motion carried 3-0.
5. Discussion and Possible Action: Discussion and Possible Action: Presentation by Destination Madison

Ellie Westman Chin, Jamie Patrick, and Kate Dale provided a presentation for Destination Madison and thanked the City for support. Destination Madison has created a plan to move forward with their marketing and want people to know who they are, what they do, etc. The goal is to is to convert 65% of day trippers into overnights. Destination Madison wants to support regional development and growth as more growth will bring people to the region. The high school and Reddan remain a place for new opportunities for sports related events and activities. They discussed space usage at high school. The Commission thanked Destination Madison for attending the meeting.
6. Discussion and Possible Action: 2022 3rd Quarter Room Tax Revenue Report

Room tax quarter #3 is showing improvements from 2021.
7. Reports and comments from Tourism Coordinator

Allison Plumer stated Chamber is in the final stages of launching new website. The travel writing team is coming to the City for a few times this year to focus on what people can do when they come here for business or recreation. She provided an overview of potential events and activities that may occur in the area.
8. Reports and comments from Staff

None
9. Reports and comments from Commission Members

None

10. Adjournment: Motion by Hoechst, seconded by Eggen to adjourn the meeting at 3:06 p.m. Motion carried 4-0.

Respectfully Submitted,

Adam Sayre, City Administrator

**City of Verona
Room Tax Report**

	TOTAL	Chamber	Convention Bureau 6%	Madison Sports Commission 10%	Excess to be Retained	City 30%
1st Quarter 2018	119,939.01	70,000.00	7,196.34	11,993.90	(5,232.93)	35,981.70
2nd Quarter 2018	175,176.54	70,000.00	10,810.59	17,517.65	24,295.33	52,552.96
3rd Quarter 2018	201,210.34	70,000.00	12,072.62	20,121.03	38,653.61	60,363.08
4th Quarter 2018	143,904.30	70,000.00	8,634.26	14,390.43	7,708.32	43,171.29
Total 2018	640,230.19	280,000.00	38,713.81	64,023.01	65,424.33	192,069.04
1st Quarter 2019	131,235.57	70,000.00	7,874.13	13,123.56	867.21	39,370.67
2nd Quarter 2019	169,384.26	70,000.00	10,163.06	16,938.43	21,467.50	50,815.27
3rd Quarter 2019	205,123.34	70,000.00	12,307.40	20,512.33	40,766.60	61,537.00
4th Quarter 2019	149,470.40	70,000.00	8,968.22	14,947.04	10,714.02	44,841.12
Total 2019	655,213.57	280,000.00	39,312.81	65,521.36	73,815.33	196,564.06
1st Quarter 2020	106,259.22	70,000.00	6,375.55	10,625.92	(12,620.02)	31,877.77
2nd Quarter 2020	23,187.02	70,000.00	1,391.22	2,318.70	(57,479.01)	6,956.11
3rd Quarter 2020	46,973.03	30,000.00	2,818.38	4,697.30	(4,634.56)	14,091.91
4th Quarter 2020	24,746.55	30,000.00	1,484.79	2,474.66	(16,636.86)	7,423.97
Total 2020	201,165.82	200,000.00	12,069.94	20,116.58	(91,370.45)	60,349.75
Discover WI Payment					(45,000.00)	
1st Quarter 2021	25,679.81	30,000.00	1,540.79	2,567.98	(16,132.90)	7,703.94
2nd Quarter 2021	67,945.04	30,000.00	4,076.70	6,794.50	6,690.32	20,383.51
3rd Quarter 2021	136,956.93	30,000.00	8,217.42	13,695.69	43,956.74	41,087.08
4th Quarter 2021	103,051.44	30,000.00	6,183.08	10,305.14	25,647.77	30,915.43
Total 2021	333,633.22	120,000.00	20,017.99	33,363.31	60,161.93	100,089.97
1st Quarter 2022	66,806.00	45,000.00	4,008.36	6,680.60	(8,924.76)	20,041.80
2nd Quarter 2022	150,822.20	45,000.00	9,049.33	15,082.22	36,443.99	45,246.66
3rd Quarter 2022	193,636.55	70,000.00	11,618.19	19,363.66	34,563.74	58,090.97
4th Quarter 2022	132,042.07	70,000.00	7,922.52	13,204.21	1,365.76	39,639.57
Total 2022	543,306.82	230,000.00	32,598.40	54,330.69	63,448.73	163,019.00
1st Quarter 2023	106,548.23	70,000.00	6,392.90	10,654.82	(12,463.95)	31,964.46
2nd Quarter 2023	183,086.37	70,000.00	10,985.18	18,308.64	28,866.64	54,925.91
3rd Quarter 2023	-	-	-	-	-	-
4th Quarter 2023	-	-	-	-	-	-
Total 2023	289,634.60	140,000.00	17,378.08	28,963.46	16,402.69	86,890.37

Remaining 227,757.85

ICE Commitment **(250,000.00)** Over 10 years