



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday –October 17, 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 September 19, 2023 Tourism Commission minutes.
5. Destination Madison Annual Presentation
6. Reports and comments from Tourism Coordinator
7. Reports and comments from Staff
8. Reports and comments from Commission Members
9. 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
TOURSIM COMMISSION
MINUTES
September 19, 2023

1. Call to Order: Jason Hunt called the meeting to order at 2:00 p.m.
2. Roll Call: Jason Hunt, Christine Posey, Charlie Eggen, Sara Hoechst, and Pat Wehrley were present. Also present: City Clerk Holly Licht, City Administrator Jamie Aulik, Finance Director Brian Lamers, Chamber Director Le Jordan, and Tourism Coordinator Allison Plumer.
3. Public Comment
4. Discussion and Possible Action Re: Approval of the January 17, 2023 Tourism Commission minutes.

Motion by Eggen, seconded by Hoechst to approve the January 17, 2023 Tourism Commission minutes. Motion carried 5-0.

5. Discussion and Possible Action Re: 2023 Quarter 2 Room Tax Report

The 2023 Quarter 2 Room Tax Report was entered into the record.

6. Discussion and Possible Action Re: Verona Area Chamber of Commerce 2024 Budget

Jordan stated that they are proposing an intern for 2024. She noted increases in expenses, grants, event fees, signage and banners, SEO/updates, conferences, and data collection. The total budget request is \$315,000 for 2024. Posey requested year to date budget for 2023 and past budget information to show the differences. Lamers stated that the quarterly payment would go up to \$78,750. Hunt suggested allocating the grant and event fees into a different fund. The commission discussed coming back with a policy to determine grant/event fees for larger requests at a future meeting.

Motion by Wehrley, seconded by Hoechst to approve the 2024 Verona Area Chamber of Commerce 2024 Budget in the amount of \$315,000 as presented by the Chamber. Motion carried 5-0.

7. Discussion and Possible Action Re: Request from ICE Inc. for change in distribution timeline of previously allocated funds

Mike O'Brien stated that they are on track for opening December 1st. He asked the commission if they would be willing to give the previously approved money up front so that their mortgage would be less per month. He said \$100,000 would help immensely. Eggen stated that he would be comfortable with \$25,000 so we could maintain our reserves. Hoechst suggested that we distribute \$50,000 in December.

Motion by Hunt, seconded by Wehrley to distribute \$50,000 now to ICE Inc., and if the fund balance is at least \$150,000 in January 2024, distribute an additional \$50,000. Motion carried 5-0.

8. Discussion and Possible Action Re: Christkindl Market sponsorship
Motion by Hunt, seconded by Posey to approve spending \$10,000 for the Christkindl Market event sponsorship. Motion carried 5-0.
9. Discussion and Possible Action Re: Arthouse 360 funding request
Jordan and Plumer stated that the request does not qualify for tourism money. If they were to hold events, they could apply for grants if they would be able to show how the number of overnight stays.
The Commission took no action.
10. Discussion and Possible Action Re: Policy on use of reserve funds
The policy was distributed for informational purposes only.
11. Reports and comments from Tourism Coordinator
 - a. Destination Madison presentation at October meeting
12. Reports and comments from Staff: None
13. Reports and comments from Commission Members: None
14. Adjournment: Motion by Hoechst, seconded by Hunt to adjourn at 3:46 p.m. Motion carried 5-0.

Respectfully submitted,

Holly Licht, City Clerk