



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday – November 16, 2021 – 2:00 P.M.

www.ci.verona.wi.us

1. Call to Order
2. Roll Call
3. Public Comment
4. Discussion and Possible Action: Approval of the September 21, 2021 Tourism Commission minutes.
5. Discussion and Possible Action: Presentation from Destination Madison
6. Discussion and Possible Action: 2021 3rd Quarter Room Tax Revenue Report
7. Discussion and Possible Action: Verona Area Chamber of Commerce Draft 2022 Budget
8. Discussion and Possible Action: Request from ICE Inc.
9. Reports and comments from Tourism Coordinator
10. Reports and comments from Staff
11. Reports and comments from Commission Members
12. Adjournment

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

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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
MINUTES
TOURISM COMMISSION
September 21, 2021
Verona City Hall

1. **Call to Order:** Jason Hunt called the meeting to order at 2:03 p.m.
2. **Roll Call:** Jason Hunt, Sara Hoechst, and Pat Wehrley were present. Charlie Eggen was absent and excused. Also present: City Administrator Adam Sayre, Finance Director Brian Lamers, City Clerk Holly Licht, and VACC Tourism Coordinator Halley Jones.
3. **Public Comment:** None
4. **Discussion and Possible Action: Approval of the April 20, 2021 Tourism Commission minutes**
Motion by Hoechst, seconded by Wehrley to approve the minutes from the April 20, 2021 Tourism Commission meeting. Motion carried 3-0.
5. **Discussion and Possible Action: 2021 2nd Quarter Room Tax Revenue Report**
Lamers stated that we took in \$67,945.04 for the 2nd quarter. He added that we were able to pay \$30,00 to the Chamber.
6. **Reports and comments from Tourism Coordinator**
Halley Jones stated that there is new grant opportunity for destination marketing organizations. She added that the grant amounts awarded could be up to 25% of your 2019 operating budget but is based on marketing for 2021.
She presented the Weekend in Verona, Coffee Crawl, and Tavern Tours marketing materials.
Jones stated that she participated in a community collab with Destination Madison last week.
She noted that there will be a job fair at the high school specifically for hotels and restaurants that are hiring on Saturday, November 6th. The job fair is open to anyone in the community, not just high school students.
7. **Reports and comments from Staff**
City Administrator Adam Sayre stated that there is a request for funding from the Ice Arena that will bring to the committee soon.

He gave an update on commercial development—Sugar Creek Commons will have 26,000 sq feet of commercial space. The Steve Brown development and the Klassik redevelopment will each have an additional 10,000 sq. ft.
8. **Reports and comments from Commission Members:** None
9. **Adjournment:** Motion by Wehrley, seconded by Hoechst to adjourn at 3:03 p.m. Motion carried 3-0.

Respectfully Submitted,
Holly Licht, City Clerk

**City of Verona
Room Tax Report**

	TOTAL	Chamber	Convention Bureau 6%	Madison Sports Commission 10%	Excess to be Retained	City 30%
1st Quarter 2016	81,334.55	43,920.66	4,880.07	8,133.46	-	24,400.37
2nd Quarter 2016	110,537.19	59,690.08	6,632.23	11,053.72	-	33,161.16
3rd Quarter 2016	110,608.50	59,728.59	6,636.51	11,060.85	-	33,182.55
4th Quarter 2016	103,140.05	55,695.63	6,188.40	10,314.01	-	30,942.02
Total 2016	405,620.29	219,034.96	24,337.21	40,562.04	-	121,686.09
1st Quarter 2017	77,987.31	42,113.15	4,679.24	7,798.73	-	23,396.19
2nd Quarter 2017	128,024.36	50,000.00	7,681.47	12,802.44	19,133.16	38,407.31
3rd Quarter 2017	174,023.52	50,000.00	10,441.41	17,402.35	43,972.70	52,207.06
4th Quarter 2017	139,078.57	53,333.00	8,344.71	13,907.86	21,769.43	41,723.57
Total 2017	519,113.76	195,446.15	31,146.83	51,911.38	84,875.29	155,734.13
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	-	-	-	-	-	-
Total 2021	230,581.78	90,000.00	13,834.91	23,058.17	34,514.16	69,174.53

Remaining

122,258.66