

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