

CITY OF VERONA
MINUTES
TOURISM COMMISSION
February 15, 2022
Verona City Hall

1. Call to Order: Jason Hunt called the meeting to order at 2:08 p.m.
2. Roll Call: Jason Hunt, Sara Hoechst, and Christine Posey and Charlie Eggen. Pat Werhley was absent and excused. Also present: City Administrator Adam Sayre, City Clerk Holly Licht, VACC Tourism Coordinator Allison Plumer, and VACC Executive Director Le Jordan.
3. Public Comment: None
4. Discussion and Possible Action: Approval of the November 16, 2021 Tourism Commission minutes

Motion by Eggen, seconded by Hoechst to approve the minutes of the November 16, 2021 Tourism Commission meeting. Motion carried 4-0.
5. Discussion and Possible Action: 2021 4th Quarter Room Tax Revenue Report

The 2021 4th Quarter Room Tax Revenue Report was presented and entered into the record. Eggen stated that while the room tax numbers were down for 4th quarter, they were better than they were in 2020. He added that January and February have been slow so far. There was discussion about the difficulty of booking events at the school district facilities, which is needed to generate more room tax. The Commission would like to bring school facility use policies to a future meeting as an agenda item.
6. Reports and comments from Tourism Coordinator

The Commission discussed stay-to- play policies for the future for Reddan and other facilities in the City. The Commission would like this to be a future agenda item.

Plumer stated she is working with the wedding venues in town, creating a meeting planning toolkit, working on adventure digital packages similar to the coffee and pub crawl, starting a blog, and engaging more with different sporting groups.
7. Reports and comments from Staff: None
8. Reports and comments from Commission Members: None
9. Adjournment: Motion by Hoechst, seconded by Eggen to adjourn at 3:30 p.m. Motion carried 4-0.

Respectfully Submitted,
Holly Licht, City Clerk