

CITY OF VERONA
MINUTES
TOURISM COMMISSION

April 20, 2021

Verona City Hall

1. **Call to Order:** Jason Hunt called the meeting to order at 2:04 p.m.
2. **Roll Call:** Charlie Eggen, Sara Hoechst, Jason Hunt and Pat Wehrley were present. Also present: Adam Sayre, City Administrator; Brian Lamers, Finance Director; Le Jordan,) Executive Director Verona Area Chamber of Commerce (VACC); and Halley Jones, VACC Tourism Coordinator.
3. **Discussion and Possible Action Re: Approval of the November 17, 2020 Tourism Commission Minutes**
Motion made by Hoechst, seconded by Wehrley to approve the November 17, 2020 Tourism Commission minutes. Motion carried 4-0.
4. **Discussion and Possible Action Re: 2020 4th Quarter Room Tax Revenue Report**
Lamers stated that we took in \$24,747. The City did have to utilize reserve of about \$16,636. There is about \$87,745 left in the reserve. Hunt asked about the 1st quarter 2021 revenue. Lamers stated that we would not know that until the end of April when the City receives the room tax. Eggen stated that the Holiday Inn is still closed but has noticed an uptick in hotel stay in March for the Fairfield Inn.
5. **Discussion and Possible Action Re: Update from Destination Madison regarding the 2021 Recovery Plans**
Diane Morgenthaler from Destination Madison went through the presentation that was included in the packet and gave an update to the Tourism Commission on tourism in the Madison area.
6. **Discussion and Possible Action Re: Presentation and request from Beth Johnson regarding a proposed mural**
Beth Johnson introduced herself to the Commission and stated she has been a resident of Verona for 20 years as a member of the community. She stated she would like to propose a mural in downtown Verona. The mural artist would be Abby Semmann who is a 2015 Graduate of Verona Area School District and a graduate of UW Media Art Education degree with an emphasis in painting. The mural would be either a larger mural on the north wall of Miller's Grocery Store or a smaller mural on the west wall of Tuvalu's Coffeeshouse. The mural would be approximately 15 feet in width and 10 feet in height. The murals would be on aluminum panels and not on the buildings. Jonson went over the investment and cost. The range of cost would be from \$5,700 to \$14,000. After further discussion it was decided to table it for now and put on future agendas.

Hunt likes the idea of a mural but is interested in having it is more of an event and getting more involved.

Egan stated that he liked the idea but doesn't know where the money would come from.

Hoechst likes the idea on doing one at Miller's and is hesitant about the one at Tuvalu.

Hoechst had to excuse herself from the meeting at 3:22 p.m.

Wehrley likes the idea of a mural in the former Sugar Creek School redevelopment project.

Le is supportive of a mural but is hesitant on the time restraint with this certain artist and design.

Sayre stated that right now you would be spending the money out of the reserve with no real idea of when you can get the reserve built back up.

7. Discussion and Possible Action Re: Update on Discover Wisconsin

Le stated that they received feedback that was a nice portrayal of Verona. She stated that they haven't heard anything negative on it.

8. Reports and comments from Tourism Coordinator

Le showed a short video about the ING campaign.

9. Reports and comments from Staff

Jones stated they are working with hotels to come up with a new brochure.

10. Reports and comments from Commission Members

None

11. Adjournment

Motion by Eggen, seconded by Hunt, to adjourn at 3:52 p.m. Motion carried 2-0.

Kayla Martin, Deputy Clerk