

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