



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday – February 15, 2022 – 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 November 16, 2021 Tourism Commission minutes.
5. Discussion and Possible Action: 2021 4th Quarter Room Tax Revenue Report
6. Reports and comments from Tourism Coordinator
7. Reports and comments from Staff
8. Reports and comments from Commission Members
9. 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.

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CITY OF VERONA
MINUTES
TOURISM COMMISSION
November 16, 2021
Verona City Hall

1. Call to Order: Jason Hunt called the meeting to order at 2:02 p.m.
2. Roll Call: Jason Hunt, Pat Wehrley, Sarah Hoechst, Christine Posey, and Charlie Eggen. Also Present: Finance Director Brian Lamers, City Administrator Adam Sayre, City Clerk Holly Licht, VACC Tourism Coordinator Halley Jones, VACC Executive Director Le Jordan, and Destination Madison representatives: Ellie Westman Chin, Jamie Patrick, Kate Dale, and Maureen Martin. Hoechst left the meeting at 3:16 p.m. Posey left the meeting at 4:00 p.m.
3. Discussion and Possible Action: Approval of the September 21, 2021 Tourism Commission minutes.

Motion by Wehrley, seconded by Hoechst to approve the September 21, 2021 Tourism Commission minutes. Motion carried 5-0.
4. Discussion and Possible Action: Presentation from Destination Madison

Ellie Westman Chin, Destination Madison, presented the COVID recovery plan which consisted of a year-long marketing program, downtown recovery, creating connections between public/private entities, elevating diversity equity and inclusion, and ensuring critical funding is secured for Destination Madison.

There was a 2-page spread of Verona in the guide along with several other partnerships including marketing for sporting events, parks and trails, restaurants, and hotels. There were 42,000 views of blogs and pages that mentioned Verona on the Destination Madison website.

They shared the vision for 2022 which included: continuing recovery plan, creating a 3-year strategic plan, trade show attendance, increase leisure travel, and increase digital media.

Charlie Eggen asked what business owners can do to really boost the Isthmus Bowl this week. Jamie Patrick, Destination Madison, said that businesses can create signage and incorporate team colors and Kate Dale said there could be an opportunity to partner with paid social media campaigns.
5. Discussion and Possible Action: 2021 3rd Quarter Room Tax Revenue Report

The report was entered into the record.
6. Discussion and Possible Action: Verona Area Chamber of Commerce Draft 2022 Budget

Le Jordan presented the 2022 draft budget. The estimated budget is \$230,000 based upon 60% of 2019. The requested payments are 1st Q-\$45,000, 2nd Q-\$45,000, 3rd Q-\$70,000, and 4th Q-\$70,000.

Hunt suggested that the payments be \$30,000 and if then a certain percentage if there is a high generating quarter.

Sayre and Lamers stated that they are comfortable with the Chamber's proposal.

Motion by Eggen, seconded by Wehrley to approve the budget as presented: 1st Q-\$45,000, 2nd Q-\$45,000, 3rd Q-\$70,000, and 4th Q-\$70,000. Motion carried 4-0.

7. Discussion and Possible Action: Request from ICE Inc.

Mike O'Brien of Ice Inc. presented his request to the Tourism Commission for the expansion of the Verona Ice Arena. The request is \$100,000 in funding from the Commission--\$25,000 over the course of 4 years. He stated that right now \$2 million has been pledged from other private donors.

He gave an overview of the events hosted at the rink which includes local and regional tournaments, lacrosse games, learn to skate programs and more. He added that an additional rink would double the number of teams at each tournament and increase the number of tournaments during the year. He added that another rink could add figure skating and city rec programs.

O'Brien stated that they would like to break ground in late Spring 2022. He added that the architects would have the plans ready in 30-60 days.

Adam Sayre stated that the request to the city has not been finalized, but the request was some site work, a new agreement for the land and backing the pledges.

Motion by Eggen, seconded by Hoechst for the commission to contribute \$25,000 a year for 10 years with a required stay-to-play agreement for each tournament.

Posey asked if there was a fundraising timeline to hitting certain benchmarks. O'Brien stated he would get it to the committee.

Motion by Eggen, seconded by Hunt to amend the motion to include that funding is contingent upon approval of an agreement between ICE Inc. and the Tourism Commission. Motion carried 4-0.

Sayre cautioned the Commission that they were spending money that they don't have and the only way to generate more money is to get more heads in beds.

Original motion as amended carried 4-0.

8. Reports and comments from Tourism Coordinator

Jordan stated that she wanted to start promoting the 25-year Ironman anniversary as the athletes start training.

Jones stated that they will work on getting advertising up for this weekend for Isthmus Bowl.

9. Reports and comments from Staff: None
10. Reports and comments from Commission Members: None
11. Adjournment: Motion by Hunt, seconded by Eggen to adjourn the meeting at 4:25 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 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	103,051.44	30,000.00	6,183.08	10,305.14	25,647.77	30,915.43
Total 2021	333,633.22	120,000.00	20,017.99	33,363.31	60,161.93	100,089.97
1st Quarter 2022	-	-	-	-	-	-
2nd Quarter 2022	-	-	-	-	-	-
3rd Quarter 2022	-	-	-	-	-	-
4th Quarter 2022	-	-	-	-	-	-
Total 2022	-	-	-	-	-	-

Remaining

147,906.43