



# City of Verona

Tourism Commission Agenda  
City Hall – 111 Lincoln Street  
Verona, WI 53593-1520  
Tuesday – April 16, 2019 – 2:00 P.M.

[www.ci.verona.wi.us](http://www.ci.verona.wi.us)

1. Call to Order
2. Roll Call
3. Public Comment
4. Discussion and Possible Action: Approval of the March 20, 2019 Tourism Commission minutes.
5. Discussion and Possible Action: 2018 Room Tax Report submitted to the Wisconsin Department of Revenue (Form SL-304)
6. Discussion and Possible Action: Tourism Commission Reserve Fund Policy
7. Reports and comments from Tourism Coordinator
8. Reports and comments from Staff
9. Reports and comments from Commission Members
10. Adjournment

Posted: Verona City Hall,  
Verona Public Library,  
Miller's Market  
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If need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at 845-6495 at least 48-hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

**CITY OF VERONA**  
**MINUTES**  
**TOURISM COMMISSION**  
**March 20, 2019**  
**Verona City Hall**

1. **Call to Order:** Jason Hunt called the meeting to order at 2:07 p.m.
2. **Roll Call:** Charlie Eggen, Jason Hunt, Charlotte Jerney, and Pat Wehrley were present. Also present: Adam Sayre, Interim City Administrator and Director of Planning and Development; Dayna Sarver, Economic Development Manager; Brian Lamers, Finance Director; Ellen Clark, City Clerk; and Le Jordan, Executive Director of the Verona Area Chamber of Commerce (VACC); and Halley Jones, Interim Tourism Coordinator for VACC.
3. **Minutes:** Motion by Jerney, seconded by Eggen, to approve the December 18, 2018 Tourism Commission minutes, with the requested correction to the spelling of Charlie Eggen's name. Motion carried 4-0.

4. **Discussion and Possible Action Re: 4<sup>th</sup> Quarter Room Tax Collections**

Sayre explained that room tax revenues for the 4<sup>th</sup> quarter of 2018 were \$144,000, which is up nearly \$5,000 over the same period in 2017. Of that amount, \$70,000 per quarter is committed to the Verona Area Chamber of Commerce (Chamber), and 16% is committed to Destination Madison. The excess is retained by the Tourism Commission. The Commission should more clearly define its priorities and long-term plans for the excess room tax dollars, and establish expectations as to how much excess will be retained by the Commission.

Eggen stated that an increase in inventory in the market and decrease in Epic traffic is indicative of the slower fourth quarter growth. The first quarter for 2019, however, looks positive due to three extra trainings at Epic and the speed skating competition.

Jerney questioned whether more inventory should be added to the market if it is becoming an issue. Eggen stated that as a hotel developer, building a hotel in the market now is a defensive position for the future market.

Sayre stated that if the use is permitted on the site, the City cannot deny hotel developments from occurring.

Discussion followed regarding possible devices for increasing the number of hotel room rentals in the City. Suggestions included the addition of a convention center, marketing hiking/biking trails, and assisting the Performing Arts Center (PAC) with marketing and setting up blocks of hotel rooms for larger events.

Hunt asked about the expected growth in hotel room tax dollars for 2019. Eggen stated that he expected growth to plateau with the opening of new hotels.

**5. Discussion and Possible Action Re: Excess room tax dollars to be retained by the Tourism Commission**

Sayre stated the intent of the Commission has been to pay \$70,000 of the quarterly room tax dollars to the Chamber each quarter. At the same time, the Commission wants some retainage to cover the payment to the Chamber in the event of a downturn in revenues. The Commission must have a discussion regarding the retainage amount it wants on hand, and what will or may be done with that money. This should not be a hard policy, but should be a goal, so that everyone knows the parameters.

Lamers stated it would be advantageous to set a target amount below which you do not want the retainage account to fall, and possibly keep building it up from there.

Discussion followed regarding the target amount to be kept, and a policy for how the money will be spent.

Sayre stated we want to keep this as flexible as possible, so we can go below the target amount in the event of a shortfall, or if we come across a deserving project.

The consensus of the Committee was to set the target retainage amount at \$100,000, which is approximately 25% of six quarterly payments to the Chamber. This is a comfortable amount to cover the quarterly payment to the Chamber in the event of an extended economic downturn. The remaining funds could be put toward development and assistance in marketing large events.

City staff will work on developing parameters regarding how the retainage money should be spent and will bring their ideas back to the Commission.

**6. Reports and Comments from Staff**

Sayre asked what the Commission members would like to see on future agendas.

Eggen replied that he would like to see updates from the Chamber's Tourism Director.

The next Tourism Commission meeting will be held at 2 p.m. on Tuesday, April 16<sup>th</sup>.

**7. Reports and Comments from Commission Members**

None

**8. Adjournment**

Motion by Jerney, seconded by Hunt, to adjourn at 3:26 p.m. Motion carried 4-0.

# Memorandum

**To:** Community Development Authority

**From:** Adam Sayre – Interim City Administrator/Director of Planning & Development  
Brian Lamers – Finance Director

Dayna Sarver – Economic Development Manager

**Date:** April 15, 2019

**Re:** **Tourism Commission Meeting Summary**

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The following items will be discussed at the April 4, 2019 CDA meeting:

1. Discussion and Possible Action: 2018 Room Tax Report submitted to the Wisconsin Department of Revenue (Form SL-304)

This report lists the amount of funds the City has received and how much was paid out to Greater Madison (formerly Madison Area Sports Commission and Greater Madison Convention and Visitors Bureau) and the Verona Area Chamber of Commerce. Each entity must provide the Commissioners with a report on any expenditures over \$1000 to be submitted to the Wisconsin Department of Revenue by May 1<sup>st</sup>.

2. Discussion and Possible Action: Tourism Commission Reserve Fund Policy

At the meeting on March 20, 2019, the Tourism Commission discussed drafting a policy on the amount of funds to be held in reserve as well as possible uses of the funds in the “Excess to be Retained” account. The attached policy has been drafted by staff based on the practices of other regional municipalities and at the direction of the Commission.

3. Reports and comments from Tourism Coordinator

The Tourism Coordinator has developed a spreadsheet of events for the calendar year and associated grant funds awarded.

**CITY OF VERONA  
TOURISM COMMISSION POLICY NO. 1  
RESERVE FUNDS**

Title: <b>RESERVE FUNDS</b>	
Policy Source: Tourism Commission	Creation Date: MM/DD/YYYY
Application: Financial Management	Revision Date: MM/DD/YYYY
Indexed as: Reserve Funds	Total Pages: X

**1. General Policy and Purpose**

This policy provides guidelines for the use of excess room tax dollars collected by the City of Verona Tourism Commission.

**2. Background Information**

Portions of the room tax revenue is allocated to Destination Madison (6.007%), the Chamber (\$70,000/quarter) and the City (30%). In 2018, it was agreed to set a budgeted dollar amount to go to the Chamber as the City’s Tourism Entity rather than a fluctuating dollar amount based on percentage of the revenue. This resulted in funds labeled “Excess to be Retained.”

**3. Reserve Fund Calculation**

Of the “Excess to be Retained” account balance, the consensus of the Commission is to reserve \$100,000, which is approximately 25% of six quarterly payments to the Chamber, to cover the quarterly payment to the Chamber in the event of an extended economic downturn.

**4. Fund Uses**

The remaining funds in the “Excess to be Retained” account could be put toward tax exempt development opportunities and assistance in marketing large unplanned events that meet the definition of tourism promotion and tourism development as defined in [Wisc. State Stat 66.0615\(1\)\(f\)](#):

“Tourism promotion and tourism development” means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under sub. [\(1m\)\(a\)](#) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
2. Transient tourist informational services.
3. Tangible municipal development, including a convention center.

Event	Location	Event Dates	Contact Person	Event Website	Anticipated Out-of-town Visitors	Visitor Profile	Room Tax Grant Awarded	Significant Visitors Before/After Event?	Annual Event?	Estimated Hotel Nights	Outcome (please enter comments with your initials)
Mite Hockey Showdown	Verona Ice Rink	3/2-3/3	Verona Youth Hockey		0	youth hockey players, coaches, families	\$2,000	no	maybe		
PeeWee A State Tourney	Verona Ice Rink	3/9-3/10	Verona Youth Hockey		0	youth hockey players, coaches, families	included in above	no	maybe		
U.S. Speedskating Championships	Verona Ice Rink	3/22-3/24	Bob Neville (bob.neville@hotmail.com)	<a href="https://www.teamusa.org/US-Speedskating/Events/2019/March/22/US-Short-Track-Age-Group-Nationals-and-AmCup-3">https://www.teamusa.org/US-Speedskating/Events/2019/March/22/US-Short-Track-Age-Group-Nationals-and-AmCup-3</a>	400-600	Chinese, Canadian & U.S. athletes & their families	\$5,000	Chinese team- 2 weeks before	maybe	100	Met with Bob Neville on 3/29 to recap event. He counted 230 skaters plus families that used 500 room nights in Verona for the event. Attendees were very pleased with accommodations and hospitality in Verona and at the ice rink. Verona Ice Rink is great for this event because it is Olympic-size, has plenty of seating, and has a nice set-up in the lobby area. Cascade (speedskating vendor) had plenty of room to set up and sell without being in the way. The only thing that Bob said they could use help with is securing donations(food for skaters) from local businesses before the event and selling ads in the program. (I would like to see a schedule in the program.) There were not as many local attendees as last time, but it was also at the beginning of Verona's spring break. There was also a Speedskating Alumni Banquet at Boulders that Bob wasn't aware of on Friday night. I asked about securing this event for 2020, but Bob said it was already set for Green Bay. We can try to get it for 2021, and he will let organizers know we are interested again. US Speedskating loves having the event in Verona because we are "so accommodating". (HAJ)
VAPAS-The Canadian Brass	PAC	4/5/2019	Pat Wehrley (wehrley@tds.net)	<a href="https://vapas.org/">https://vapas.org/</a>	200-300	regional visitors of various ages	\$3000 (year)	no	no	25	
Reddan Spring Shootout	Reddan Soccer Park	4/5-4/7	Cory Mace 608-662-3654	<a href="https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park">https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park</a>	400-500	youth soccer players and families	\$0	no	yes	100	
The Rock Spring Classic	VAC	4/12-4/14	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/page/show/3191274-2019-rock-spring-classic">https://www.seasportsfacilities.com/page/show/3191274-2019-rock-spring-classic</a>		basketball players, coaches, families	??	no			
USJN Basketball Tournament	VAC	4/20-4/21	US Junior Nationals	<a href="http://www.usin.com/xtm_tournament_info_new.php?which=533">http://www.usin.com/xtm_tournament_info_new.php?which=533</a>		basketball players, coaches, families, college scouts		no			
Prep Hoops Tournament	VAC	4/26-4/28	Prep Hoops Circuit	<a href="https://events.prephoops.com/e/21">https://events.prephoops.com/e/21</a>		basketball players, coaches, families, college scouts		no			
Epic XGM 2019	Epic Corp	4/29-5/10	eventreg@epic.com	<a href="https://xgm.epic.com/">https://xgm.epic.com/</a>		Analysts & trainers					
Word on the Street 5k run/walk	Verona Public Library	4-May		<a href="https://www.veronapubliclibrary.org/5k">https://www.veronapubliclibrary.org/5k</a>	0	Locals	\$1,000	no	yes	0	
Hoops 4 A Cause	VAC	5/4-5/5	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/page/show/3191320-2019-girls-hoops-4-a-cause">https://www.seasportsfacilities.com/page/show/3191320-2019-girls-hoops-4-a-cause</a>		basketball players, coaches, families		no			
MAYSA Cup	Reddan Soccer Park	5/17-5/19	Cory Mace 608-662-3654	<a href="https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park">https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park</a>		soccer players, coaches, families					
Mother's Day Tournament	Verona Little League	11-May				Youth baseball players & families	\$2,000				
Verona Hometown Days Festival	Hometown Festival Grounds	5/30-6/1	Le Jordan (ljordan@veronawi.com)	<a href="https://veronahometowndays.com/">https://veronahometowndays.com/</a>	50-100	mostly local families with kids, some older adults for music acts	??	no	yes	0	
Reddan Thunder	Reddan Soccer Park	5/31-6/2	Cory Mace 608-662-3654	<a href="https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park">https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park</a>		soccer players, coaches, families					
Hometown Days Tournament	Verona Little League	6/1-6/2				youth baseball players & families	\$2,000				
June Jam Tournament	VAC	6/8-6/9	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/page/show/3195498-2019-june-jam-tournament">https://www.seasportsfacilities.com/page/show/3195498-2019-june-jam-tournament</a>		baskeball players, coaches, families		no			

Event	Location	Event Dates	Contact Person	Event Website	Anticipated Out-of-town Visitors	Visitor Profile	Room Tax Grant Awarded	Significant Visitors Before/After Event?	Annual Event?	Estimated Hotel Nights	Outcome (please enter comments with your initials)
Madtown Showdown	VAC	6/15-6/16	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/page/show/3191569-2019-madtown-showdown-presented-by-eastbay">https://www.seasportsfacilities.com/page/show/3191569-2019-madtown-showdown-presented-by-eastbay</a>		basketball players, coaches, families		no			
Am Fam Champions Golf Tour	University Ridge	6/21-6/23	Nate Pokrass (npokrass@amfam.com)	<a href="https://www.pgatour.com/champions/tournaments/american-family-insurance-championship/tickets.html">https://www.pgatour.com/champions/tournaments/american-family-insurance-championship/tickets.html</a>	1000-2000	golf pros, media & spectators	??	yes	yes	100	
Wisconsin Triterium Triathlon		22-Jun		<a href="https://www.wisconsintriterium.com/">https://www.wisconsintriterium.com/</a>		triathletes	\$2,000				
Best of the Midwest Tournament	VAC	6/22-6/23	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/2017bestofthemidwest">https://www.seasportsfacilities.com/2017bestofthemidwest</a>		basketball players, coaches, families		no			
Midsummer Bash Tournament	Verona Little League	6/29-6/30				youth baseball players & families	\$2,000				
Summer Slam	VAC	13-Jul	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/page/show/3211359-2019-summer-slam-tournament">https://www.seasportsfacilities.com/page/show/3211359-2019-summer-slam-tournament</a>		basketball players, coaches, families		no		0	
July Jamboree	VAC	14-Jul	Amy Slaby (amys@seastoughton.com)	<a href="https://www.seasportsfacilities.com/page/show/3211584-2019-girls-july-jamboree">https://www.seasportsfacilities.com/page/show/3211584-2019-girls-july-jamboree</a>		basketball players, coaches, families		no			
Capitol City Classic LaCrosse Tournament	Reddan Soccer Park	7/18-7/19	La Crosse America	<a href="https://lacrosseamerica.com/site/register/register.aspx?EventID=2564&amp;PageName=Event+Lodging">https://lacrosseamerica.com/site/register/register.aspx?EventID=2564&amp;PageName=Event+Lodging</a>		Boys 10U to high school players, coaches & families	\$2,500	no	yes		
Reebok Crossfit Games 2019	Alliant Energy Center	7/31-8/4		<a href="https://www.visitmadison.com/crossfit/getting-around/">https://www.visitmadison.com/crossfit/getting-around/</a>		crossfit competitors, exhibitors & spectators					
The Loop Pursuit Triathlon	Fireman's Park	4-Aug	Jessica Laufenburg (velofitmsn@gmail.com)	<a href="https://www.thelooppursuittriathlon.com/">https://www.thelooppursuittriathlon.com/</a>		triathletes	\$2,500				
11th Annual Vortex Open	Blackhawk Bowhunters Club	17-Aug		<a href="https://www.facebook.com/pg/Blackhawk-Bowhunters-Archery-Club-MadisonVerona-Wisconsin-219741218125/events/?ref=page_internal">https://www.facebook.com/pg/Blackhawk-Bowhunters-Archery-Club-MadisonVerona-Wisconsin-219741218125/events/?ref=page_internal</a>	100	bow hunters	\$1,500				
Ironman Wisconsin	The Loop	8-Sep		<a href="http://www.ironman.com/triathlon/events/americas/ironman/wisconsin.aspx#axzz5iUn4qHre">http://www.ironman.com/triathlon/events/americas/ironman/wisconsin.aspx#axzz5iUn4qHre</a>		Ironman Triathletes	\$2,500		yes		
Reddan Toe Bash	Reddan Soccer Park	20-Sep	Cory Mace 608-662-3654	<a href="https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park">https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park</a>		soccer players, coaches, families					
Reddan Ice Age	Reddan Soccer Park	10/25-10/27	Cory Mace 608-662-3654	<a href="https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park">https://www.maysa.org/page/show/2403673-tournaments-at-reddan-soccer-park</a>		soccer players, coaches, families					
Epic UGM 2019	Epic	8/25-8/29	eventreg@epic.com	<a href="https://ugm.epic.com/">https://ugm.epic.com/</a>		Executives, directors, clinical staff					
							<b>\$25,000.00</b>				