



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street
Verona, WI 53593-1520

Tuesday – November 17, 2020 – 2:00 P.M.

www.ci.verona.wi.us

Due to the COVID-19 pandemic, the Verona Tourism Commission will hold its meeting as a virtual meeting. The Tourism Commission will not meet at City Hall, 111 Lincoln Street. Members of the Tourism Commission and Staff will join the meeting by using Zoom Webinar, as described immediately below.

Members of the public can join the meeting using Zoom Webinar via a computer, tablet, or smartphone, or by calling into the meeting using phones, as described immediately below. Those requiring toll-free options are asked to contact City Hall for details prior to the meeting at adam.sayre@ci.verona.wi.us or 608-848-9941.

Join the meeting via computer, tablet, or smart phone:

<https://zoom.us/j/91215935031>

Webinar ID: 912 1593 5031

Join the meeting via phone by dialing:

312-626-6799

Webinar ID: 912 1593 5031

The online meeting agenda and all support materials can be found at <https://www.ci.verona.wi.us/>. In addition to the public, all Tourism Commission members and staff will also be participating remotely. Anyone with questions prior to the meeting may contact the City at (608) 848-9941 or adam.sayre@ci.verona.wi.us.

1. Call to Order
2. Roll Call
3. Discussion and Possible Action: Approval of the September 15, 2020 Tourism Commission minutes
4. Discussion and Possible Action: 2020 3rd Quarter Room Tax Revenue Report

5. Discussion and Possible Action: Update on 2020 and 2021 budgets
6. Discussion and Possible Action: Update on Discover Wisconsin
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
All agendas are posted on the City's website at: www.ci.verona.wi.us

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.

If you 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
September 15, 2020
Verona City Hall

1. **Call to Order:** Jason Hunt called the meeting to order at 2:30 p.m.
2. **Roll Call:** Charlie Eggan, Sara Hoechst, Jason Hunt, and Charlotte Jerney were present. Also present: Adam Sayre, City Administrator; Brian Lamers, Finance Director; Ellen Clark, City Clerk; Le Jordan, Verona Area Chamber of Commerce (VACC) Executive Director; and Halley Jones, VACC Tourism Coordinator.
3. **Discussion and Possible Action Re: Approval of the June 16, 2020 Tourism Commission Minutes**
Motion by Jerney, seconded by Hoechst, to approve the April 21, 2020 Tourism Commission minutes. Motion carried 3-0.
4. **Discussion and Possible Action Re: 2020 2nd Quarter Room Tax Revenue Report**
Lamers presented the second quarter room tax revenue report. The total collected was \$23,187.00. The payouts exceeded collections by \$57,479.00. Excess funds were used to make up the difference. If the City continues to go in the negative, they will not be able to give the Chamber the \$70,000 each quarter. The Chamber is applying for grants and looking at adjusting their budget for next year. Jerney feels like they should be more on the conservative side and not dip into the reserve. Hoechst suggested that they do a percentage as well as a set “bonus” amount from the reserve.
5. **Discussion and Possible Action Re: Update on 2020 and 2021 budgets**
Discussion was put on hold.
6. **Discussion and Possible Action Re: Update on Discover Wisconsin**
Most filming is done. The airing date is in March.
7. **Reports and comments from Tourism Coordinator**
Jones informed the commission that the best place to look for promotions is on the Visit Verona Facebook Page.
8. **Reports and comments from Staff**
There were no comments from Staff.
9. **Reports and comments from Commission Members**
There were no reports or comments from Commission Members.
10. **Adjournment**
Motion by Jerney, seconded by Hoechst, to adjourn at 3:40 p.m. Motion carried 3-0.

Kayla Martin, Deputy Clerk

**City of Verona
Room Tax Report**

	TOTAL	Chamber	Convention Bureau 6%	Madison Sports Commission 10%	Excess to be Retained	City 30%
1st Quarter 2016	81,334.55	43,920.66	4,880.07	8,133.46	-	24,400.37
2nd Quarter 2016	110,537.19	59,690.08	6,632.23	11,053.72	-	33,161.16
3rd Quarter 2016	110,608.50	59,728.59	6,636.51	11,060.85	-	33,182.55
4th Quarter 2016	103,140.05	55,695.63	6,188.40	10,314.01	-	30,942.02
Total 2016	405,620.29	219,034.96	24,337.21	40,562.04	-	121,686.09
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	-	-	-	-	-	-
Total 2020	176,419.27	170,000.00	10,585.15	17,641.92	(74,733.59)	52,925.78

Cumulative	149,381.36
Discover WI	<u>(45,000.00)</u>
Remaining	<u><u>104,381.36</u></u>