



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street—Room D110
Verona, WI 53593-1520
Tuesday – September 20, 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 May 17, 2022 Tourism Commission minutes.
5. Discussion and Possible Action: 2022 2nd 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
May 17, 2022

1. Call to Order: Hunt called the meeting to order at 2:04 p.m.
2. Roll Call: Jason Hunt, Sara Hoechst, Pat Wehrley, and Christine Posey. Charlie Eggen arrived at 2:07 p.m. Also present: VACC Tourism Coordinator Allison Plumer, VACC Executive Director Le Jordan, City Administrator Adam Sayre, Finance Director Brian Lamers, and City Clerk Holly Licht.
3. Public Comment: None
4. Discussion and Possible Action: Approval of the February 15, 2022 Tourism Commission minutes

Motion by Posey, seconded by Wehrley, to approve the February 15, 2022 Tourism Commission minutes. Motion carried 4-0.
5. Discussion and Possible Action: 2022 1st Quarter Room Tax Revenue Report

Sayre presented the report, and it was entered into the record. The remaining excess is \$138,000. Charlie Eggen stated that the past couple weeks have picked up for hotel rooms.
6. Reports and comments from Tourism Coordinator

Visit Verona has contracted with a company for a website redesign and logos. Plumer stated that she is working on itineraries for day adventures in Verona. Eggen stated that he would be interested in having videos and other materials be universal, so that businesses can use them.

Plumer stated she is also working with regional Chambers to promote the area including Paoli, New Glarus and Mt. Horeb and applying for grants for those projects.

Plumer noted that she spoke with the school district, and they are allowing groups to book facilities further out if the group is larger than 500. She added that they are working on booking more events in the aquatic center. Plumer stated that they are also changing how they book make-up games and school shoot arounds to better accommodate larger community groups.
7. Reports and comments from Staff: Sayre stated that Ice Inc. has the agreement, and the City is working with them to finalize it. The agreement will need to be approved by the council.
8. Reports and comments from Commission Members: None
9. Adjournment: Motion by Eggen, seconded by Hoechst, to adjourn at 3:15 p.m. Motion carried 4-0.

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 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	66,806.00	45,000.00	4,008.36	6,680.60	(8,924.76)	20,041.80
2nd Quarter 2022	150,822.20	45,000.00	9,049.33	15,082.22	36,443.99	45,246.66
3rd Quarter 2022	-	-	-	-	-	-
4th Quarter 2022	-	-	-	-	-	-
Total 2022	217,628.20	90,000.00	13,057.69	21,762.82	27,519.23	65,288.46

Remaining 175,425.66