



# City of Verona

Tourism Commission Agenda  
City Hall – 111 Lincoln Street  
Verona, WI 53593-1520  
Tuesday – April 21, 2020 – 2:00 P.M.

[www.ci.verona.wi.us](http://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](mailto:adam.sayre@ci.verona.wi.us) or 608-848-9941.

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

<https://zoom.us/j/99724260828>

Webinar ID: 997-2426-0828

**Join the meeting via phone by dialing:**

312-626-6799

Webinar ID: 997-2426-0828

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](mailto:adam.sayre@ci.verona.wi.us).

1. Call to Order
2. Roll Call
3. Discussion and Possible Action: Approval of the October 29, 2019 Tourism Commission minutes.

4. Discussion and Possible Action: 2019 4<sup>th</sup> Quarter Room Tax Revenue Report
5. Discussion and Possible Action: Update on COVID-19 and impacts to the lodging industry and room tax collection.
6. 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](http://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**  
**October 29, 2019**  
**Verona City Hall**

1. **Call to Order:** Jason Hunt called the meeting to order at 2:02 p.m.
2. **Roll Call:** Charlie Eggen, Sara Hoechst, Jason Hunt, Charlotte Jerney were present. Also present: Adam Sayre, City Administrator; Dayna Sarver, Economic Development Manager; Brian Lamers, Finance Director; Ellen Clark, City Clerk; Le Jordan, Verona Area Chamber of Commerce (VACC) Executive Director; Halley Jones, VACC Tourism Coordinator; and Jesse Charles, Verona Area Historical Society. Patricia Wehrley was absent and excused.
3. **Public Comment:** None
4. **Minutes:** Motion by Jerney, seconded by Eggen, to approve the September 17, 2019 Tourism Commission minutes. Motion carried 4-0.
5. **Discussion and Possible Action Re: Verona Area Chamber of Commerce draft budget.**  
Le Jordan explained the proposed 2020 VACC budget. VACC is requesting the same budget amount as last year. Nothing specific has come up needing additional funds. Administrative costs, which include utilities, maintenance, office administration and supplies, make up approximately 12-15% of VACC's annual costs. Tourism Coordinator/Event Planning costs total \$58,600. The Grants fund remains at \$50,000 this year. Event Coordination/Seed Money and Marketing/Promotion/Advertising costs total \$141,400.

Motion by Eggen, seconded by Jerney, to approve the 2020 Verona Area Chamber of Commerce budget. Motion carried 4-0.

6. **Discussion and Possible Action Re: Discover Wisconsin Agreement.**  
Jordan stated the feedback regarding the Discover Wisconsin presentation at the last Tourism Commission meeting suggested that the Commission was in favor of contracting with Discover Wisconsin Media Network for a Choice Destination campaign. The cost of the full campaign is \$45,000. There is no discount for pre-paying the contract, so VACC is recommending paying \$15,000 per year for the next three years.

Jones stated there will be businesses with which we will want to share the Discover Wisconsin experience, but the businesses have to want the experience, as well. It can create an additional stream of revenue for the business, but there is some long term time commitment, as well as monetary commitment.

Lamers and Sayre asked VACC to submit the invoice to the City for the annual Discover Wisconsin charges.

Motion by Hoescht, seconded by Eggen to approve a contract with Discover Wisconsin Media Network for a production for the City of Verona, and to pay for the production with payments of \$15,000 per year for three years. Motion carried 4-0.

Hunt asked how the businesses included in the production are chosen.

Jones stated we would give them a list of our top destination drivers. There could also be a buy-in from businesses to help subsidize the \$45,000 cost. However, that could be difficult to do fairly.

Eggen stated we could go back to the metrics from 6AM to determine what is going to make people click in.

Jones stated we must include golfing, biking, and food & beverage. We also want to associate University Ridge Golf Course with Verona.

## **7. Discussion: Verona Historical Center.**

Jesse Charles introduced himself as the President of the Verona Area Historical Society. The Historical Society feels that Verona is missing a dedicated building for local history that could also potentially draw visitors to the City. The Society is in the early stages of considering the purchase of the Lillesand House at 103 E. Park Lane in downtown Verona. This location seems appropriate, as it is walkable to downtown, is linked to Verona history, is properly zoned, and is smaller in size for ease of acquisition and ongoing maintenance. An anonymous donor has offered to pay the \$150,000 asking price for the house, if the Society is able to raise the amount of money required to renovate the property into a display space. Charles estimates the renovation cost at approximately \$150,000, if elevator installation is required.

Charles asked the members of the Commission if a history center fits the mission of the Tourism Commission, and is therefore something that the Commission would consider supporting financially.

Jones asked if there would be an interactive piece as part of the displays.

Charles replied a docent would be on site; videos would be playing or could be chosen to play; there would be plenty of things to view and touch; and family-oriented events would be planned – for example, a class teaching how to make a corn cob doll.

Jones suggested walking tours including downtown businesses, as well as an outdoor flea market or historically centered events held in the green space that is included beside and behind the Lillesand House.

Hunt asked if this is a location that the City is looking at for redevelopment, and asked if the New Century School might be a good place for a history center.

Sayre replied the City talked to the owners of the Lillesand House a few years ago. They were not interested in selling the property at that point. It is a potential development site. The historic center fits the area, however if the church ever expands, there may be another conversation.

Hunt asked what the plan is for the New Century School.

Sayre replied the City would like to see a use that generates community activity on the property. If the Historical Society is interested, they can complete a Request for Proposal. The City is going to be looking for a tax increment from that property to offset the cost of the road to the new high school.

Discussion followed regarding historic items and areas in the City.

Eggen stated strong, popular museums have a strong cultural identity. Stoughton and Mt. Horeb are good examples. An historic center in Verona is a good development that could provide some tourism, but probably not a tourism development that the Commission should be involved with at this point.

8. Reports and Comments from Tourism Coordinator

Jones stated she has been working on the five-year strategic plan for Tourism.

9. Reports and Comments from Staff

None.

10. Reports and Comments from Commission Members

Eggen stated he prefers structuring the VACC budget as a percentage of the room taxes coming in.

11. Adjournment

Motion by Jerney, seconded by Hoechst to adjourn at 3:15 p.m. Motion carried 4-0.

Ellen Clark, City Clerk

**City of Verona  
Room Tax Report**

		<b>TOTAL</b>	<b>Chamber</b>	<b>Convention Bureau 6%</b>	<b>Madison Sports Commission 10%</b>	<b>Excess to be Retained</b>	<b>City 30%</b>
<b>Hyatt Place</b>							
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
<b>Total 2016</b>	-	<b>405,620.29</b>	<b>219,034.96</b>	<b>24,337.21</b>	<b>40,562.04</b>	-	<b>121,686.09</b>
1st Quarter 2017	-	77,987.31	42,113.15	4,679.24	7,798.73	-	23,396.19
2nd Quarter 2017	13,507.65	128,024.36	50,000.00	7,681.47	12,802.44	19,133.16	38,407.31
3rd Quarter 2017	60,876.81	174,023.52	50,000.00	10,441.41	17,402.35	43,972.70	52,207.06
4th Quarter 2017	51,528.82	139,078.57	53,333.00	8,344.71	13,907.86	21,769.43	41,723.57
<b>Total 2017</b>	<b>125,913.28</b>	<b>519,113.76</b>	<b>195,446.15</b>	<b>31,146.83</b>	<b>51,911.38</b>	<b>84,875.29</b>	<b>155,734.13</b>
1st Quarter 2018	40,403.83	119,939.01	70,000.00	7,196.34	11,993.90	(5,232.93)	35,981.70
2nd Quarter 2018	67,809.85	175,176.54	70,000.00	10,810.59	17,517.65	24,295.33	52,552.96
3rd Quarter 2018	79,911.56	201,210.34	70,000.00	12,072.62	20,121.03	38,653.61	60,363.08
4th Quarter 2018	52,799.02	143,904.30	70,000.00	8,634.26	14,390.43	7,708.32	43,171.29
<b>Total 2018</b>	<b>240,924.26</b>	<b>640,230.19</b>	<b>280,000.00</b>	<b>38,713.81</b>	<b>64,023.01</b>	<b>65,424.33</b>	<b>192,069.04</b>
1st Quarter 2019	50,078.73	131,235.57	70,000.00	7,874.13	13,123.56	867.21	39,370.67
2nd Quarter 2019	67,059.05	169,384.26	70,000.00	10,163.06	16,938.43	21,467.50	50,815.27
3rd Quarter 2019	82,536.76	205,123.34	70,000.00	12,307.40	20,512.33	40,766.60	61,537.00
4th Quarter 2019	58,872.00	149,470.40	70,000.00	8,968.22	14,947.04	10,714.02	44,841.12
<b>Total 2019</b>	<b>258,546.54</b>	<b>655,213.57</b>	<b>280,000.00</b>	<b>39,312.81</b>	<b>65,521.36</b>	<b>73,815.33</b>	<b>196,564.06</b>
1st Quarter 2020	-	-	-	-	-	-	-
2nd Quarter 2020	-	-	-	-	-	-	-
3rd Quarter 2020	-	-	-	-	-	-	-
4th Quarter 2020	-	-	-	-	-	-	-
<b>Total 2020</b>	-	-	-	-	-	-	-

Cumulative	<b>224,114.95</b>
Discover WI	<u>(45,000.00)</u>
Remaining	<u><b>179,114.95</b></u>