



City of Verona

Tourism Commission Agenda
City Hall – 111 Lincoln Street
Verona, WI 53593-1520
Tuesday – June 16, 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/91605070521>

Webinar ID: 916 0507 0521

Join the meeting via phone by dialing:

312-626-6799

Webinar ID: 916 0507 0521

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 April 21, 2020 Tourism Commission minutes.
4. Discussion and Possible Action: 2020 1st 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
April 21, 2020
Verona City Hall

1. **Call to Order:** Jason Hunt called the meeting to order at 2:04 p.m.
2. **Roll Call:** Charlie Eggen, Sara Hoechst, Jason Hunt, Charlotte Jerney and Patricia Wehrley 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 October 29, 2019 Tourism Commission Minutes.**
Motion by Jerney, seconded by Wehrley, to approve the October 29, 2019 Tourism Commission minutes. Motion carried 5-0.
4. **Discussion and Possible Action Re: 2019 4th Quarter Room Tax Revenue Report.**
There were no questions from the Commission regarding the 2019 4th Quarter Room Tax Revenue Report.
5. **Discussion and Possible Action Re: Update on COVID-19 and impacts to the lodging industry and room tax collection.**
Eggen stated March 11, 2020 was the last day of occupancy for the hotels in Verona. Madison market is running at about 18% occupancy. True occupancy is likely under 5%. Occupancy in Verona is hovering around 3-4%. This is looking to persist at least throughout May. Recovery will probably be slow throughout the remainder of this year. The Epic UGM may still be held in August, and the Democratic National Convention in Milwaukee is still being planned. If travel is back open in June, the highest occupancy for the year will likely be around 50% in October. Things may start to feel a little normal again in the 1st and 2nd Quarters of 2021. Room rates have fallen about 60%, as well. In terms of room taxes, that means there will likely be very little collected in the 2nd Quarter of 2020, though collections may increase a bit in the 3rd and 4th Quarters.

Jordan asked if there is any federal help for the hotels, and if any of the larger hotel chains are helping out their franchisees.

Eggen replied most of them have been cutting fixed expenses, extending terms, doing away with late fees, negotiating terms with vendors for better pricing, etc.

Jordan stated it could be decades before the economy completely recovers from this.

Eggen remarked that banking and insurance industries are going to think differently about the hospitality business, as they are seeing how quickly these businesses can be forced to shut down.

Jordan and Jones have been working with Destination Madison on some projects to bring people into the area.

Eggen stated on thing Verona has going for it is it's a small town, not a huge city.

Jones stated the Chamber's marketing for May is geared toward golf courses.

Eggen stated the local bike trails would be at the top of his list. He believes it has invigorated the family.

Jerney asked if hotels and the golf courses could put together package deals for visitors.

Eggen replied he would be willing to do that.

Eggen asked if there has been any outreach with the restaurants in town.

Jordan replied there has to be some coordination with the Badger Bounceback Plan put out by Governor Evers. Sometimes information goes out too quickly and without backup, which is confusing and frustrating for businesses.

Hoechst stated the Tavern League sent the Governor a request to allow taverns and restaurants to open beginning May 1st.

Hunt stated the vision center has been open only on a limited basis. It has been difficult keeping the correct amount of personal protective equipment available, as well.

Hunt is glad there is at least some discussion about opening up the economy, rather than waiting several more weeks before laying out some plans.

Eggen stated the biggest thing for Verona is Epic. If they open their campus to training again, the hospitality industry in Verona will be in good shape. It is his understanding that Epic is planning to require all virtual learners to come to the Verona campus to obtain the certifications of completion for their courses.

6. Adjournment

Motion by Jerney, seconded by Hunt, to adjourn at 2:41 p.m. Motion carried 5-0.

Ellen Clark, 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 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	-	-	-	-	-	-
3rd Quarter 2020	-	-	-	-	-	-
4th Quarter 2020	-	-	-	-	-	-
Total 2020	106,259.22	70,000.00	6,375.55	10,625.92	(12,620.02)	31,877.77

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

Tourism Income and Expenses -	2020 Draft Budget
Income - Room Tax	\$280,000.00
Total Income	\$280,000.00
Expenses	
Facility	
Utilities (gas, electric)	\$1,000.00
Outside Maintenance (mow, snow, waste)	\$2,000.00
Inside Maintenance (furnance, cleaning, etc)	\$2,000.00
Seasonal Landscaping	\$800.00
Subtotal Facility	\$5,800.00
Office Admin/Supplies (includes internet service, computers, printers, telephone, daily office supplies, kitchen/bathroom supplies)	
Reception	\$7,800.00
Management	\$12,000.00
Communication (hosting, postage, printing)	\$4,400.00
Subtotal Office Administration	\$24,200.00
Tourism Coordinator/Events	
Tourism Coordinator	\$50,000.00
Office Space	\$3,600.00
Tourism Coordinator Expenses	\$5,000.00
Subtotal Event Planning	\$58,600.00
Grants	\$50,000.00
Event Coordination / Seed Money	\$20,000.00
Marketing / Promotion / Advertising	
Webhosting	\$1,400.00
Web Updates	\$1,500.00
Web Optimization	\$3,000.00
Account Service	\$10,000.00
Reporting / Analytics	\$6,500.00
Creative	\$32,000.00
Digital Ads	\$38,500.00
Social Media Ads	\$2,500.00
Paid Search Ads	\$7,000.00
Online Ads	\$6,000.00
Print Ads	\$8,000.00
Event Promotion	\$5,000.00
Subtotal Marketing/Promotion/Ads	\$121,400.00
Total Tourism Expenses	\$280,000.00