



CITY OF VERONA  
111 Lincoln Street  
Verona, WI 53593  
(608) 845-6495  
[veronawi.gov](http://veronawi.gov)

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## TOURISM COMMISSION AGENDA

DATE: TUESDAY, JUNE 16, 2026 TIME: 2:00 PM

LOCATION: ROOM D110 (LARGE CONFERENCE ROOM)  
VERONA CITY HALL  
111 LINCOLN STREET  
VERONA, WI 53593

1. Call to Order
2. Roll Call
3. Public Comment
4. Approval of the minutes from the March 17, 2026 Tourism Commission meeting
5. Discussion and Possible Action Re: 2026 1<sup>st</sup> Quarter Room Tax Report
6. Discussion and Possible Action Re: Update on Baker Tilly LLP Review of Tourism Commission Funds for 2024 and 2025
7. Discussion and Possible Action Re: Verona Area Chamber of Commerce Quarterly Financial Report
8. Discussion and Possible Action Re: Sponsorship Applications to the Tourism Commission
9. Reports and comments from Tourism Coordinator
10. Reports and comments from staff
11. Reports and comments from Commission members
12. Adjournment

Jason Hunt, Chairperson

POSTED: June 12, 2026

Verona City Hall  
Verona Public Library  
Miller's Market

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**Notice:** If you need an interpreter, materials in alternative formats, or other accommodation to access the meeting, please contact the City Clerk at (608) 845-6495 at least 48 hours preceding the meeting. Every reasonable effort will be made to accommodate your request.

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 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.

# MINUTES – TOURISM COMMISSION

DATE: March 17, 2026

LOCATION: Verona City Hall – Large Conference Room  
111 Lincoln St., Verona, Wis.

- 1) Chairperson Jason Hunt called the meeting to order at 2:04 p.m.
- 2) Roll call – present were: Commissioners Jason Hunt, Charlie Eggen, and Sara Hoechst. Commissioners Ralph Stern and Chris Weiss were excused. Also present were Verona Area Chamber of Commerce Director Le Jordan, Tourism Coordinator Anna Follmann, Finance Director Brian Lamers and City Administrator Jamie Aulik. Beth Tucker Long, Karisa Johnson and Jessica Lanius were also in attendance.
- 3) There was no public comment.
- 4) Eggen moved, Hoechst seconded approving the minutes of the January 20, 2026 Tourism Commission meeting. The motion passed unanimously.
- 5) 2025 4th Quarter Room Tax Report:
  - a) Mr. Lamers presented the 4<sup>th</sup> Quarter Room Tax Report. Discussion followed.
- 6) Request for \$10,000 for adaptive skating:
  - a) Ms. Tucker Long presented on adaptive skating, noting that Madison is ending its partnership with the organization, creating an opportunity for Verona to host the program. She explained that the requested funds would be used for ice time and accessible equipment. She also indicated that, moving forward, the program would seek to sustain itself through grant funding. Additionally, she highlighted the potential to host tournaments and other related events, which could provide broader community and economic benefits.
  - b) Mr. Eggen stated that requests to the Commission should generally be submitted through the Chamber Tourism Sponsorship application process. However, he acknowledged that this request may warrant consideration outside of that process due to its cost, and potential to attract tournaments and visitors to Verona. He said he was supportive of the request. Mr. Hunt felt similarly – all applications should go through the review process at the Chamber, but was also supportive of the request.
  - c) Eggen moved, Hoechst seconded approval of the request for \$10,000 for adaptive skating. The motion passed unanimously.
- 7) Gene DelCourt art installation
  - a) Ms. Tucker Long gave a presentation explaining who Gene DelCourt was, and his sculpture. The request was to fund a concrete pad in a location at Century School Park. Mr. Eggen reiterated that all requests to the commission should go through the

Chamber Tourism Sponsorship application process, and given the criteria said this grant likely doesn't qualify for a sponsorship. Mr. Hunt said he felt similar. The Commission referred the request to the Chamber.

8) Reporting Sponsorship Applications to the Tourism Commission:

a) Mr. Aulik said there was a request from Alderperson Chris Weiss, one of the commissioners, for the Commission to receive a report on both the accepted applications for sponsorships from the Chamber and the rejected applications. Ms. Jordan was amenable to providing the information, along with any supporting rationale for why an application was approved or denied. No action was needed - the guidance was conveyed to Chamber staff.

9) Reports and comments from staff:

a) Director Jordan said the Christkindle would like to relocate from Paoli to Verona. Ms. Jordan was working with various stakeholders to coordinate hosting the event, which would be a significant addition to the winter event calendar for Verona. Discussion followed on increasing attendance every year, generators, shuttle buses, parking, and other items associated with the event. Discussion also followed on other scholarships reviewed by the Chamber.

b) Administrator Aulik said he attended a Town Hall for the Alliant Energy Center Campus. He noted they want to expand the exhibition hall space, create a "beltline" around the campus, and they may renovate the Center into more of a concert venue.

10) Eggen moved, Hoechst seconded adjournment. The motion passed unanimously, and the meeting adjourned at 3:12 p.m.

By: Jamie J. Aulik, City Administrator

**City of Verona  
Room Tax Report**

	TOTAL	Chamber	Destination Madison		Excess to be Retained	City 30%
			Convention Bureau 6%/7%	Madison Sports Commission 10%		
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	193,636.55	70,000.00	11,618.19	19,363.66	34,563.74	58,090.97
4th Quarter 2022	132,042.07	70,000.00	7,922.52	13,204.21	1,365.76	39,639.57
<b>Total 2022</b>	<b>543,306.82</b>	<b>230,000.00</b>	<b>32,598.40</b>	<b>54,330.69</b>	<b>63,448.73</b>	<b>163,019.00</b>

1st Quarter 2023	106,548.23	70,000.00	6,392.90	10,654.82	(12,463.95)	31,964.46
2nd Quarter 2023	183,086.37	70,000.00	10,985.18	18,308.64	28,866.64	54,925.91
3rd Quarter 2023	196,172.01	70,000.00	11,770.32	19,617.20	35,932.89	58,851.60
4th Quarter 2023	160,360.80	70,000.00	9,621.65	16,036.08	16,594.81	48,108.26
<b>Total 2023</b>	<b>646,167.41</b>	<b>280,000.00</b>	<b>38,770.05</b>	<b>64,616.74</b>	<b>68,930.39</b>	<b>193,850.23</b>
ICE Payment					(50,000.00)	9/25/2023
Christkindl Market Sponsorship (check to VACC)					(10,000.00)	9/25/2023

1st Quarter 2024	107,786.19	78,750.00	6,467.17	10,778.62	(20,545.46)	32,335.86
2nd Quarter 2024	206,312.08	78,750.00	12,378.73	20,631.21	32,658.53	61,893.62
3rd Quarter 2024	181,766.01	78,750.00	7,634.17	12,723.62	28,128.41	54,529.80
4th Quarter 2024	162,856.90	78,750.00	6,839.99	11,399.98	17,009.86	48,857.07
<b>Total 2024</b>	<b>658,721.18</b>	<b>315,000.00</b>	<b>33,320.06</b>	<b>55,533.43</b>	<b>57,251.34</b>	<b>197,616.35</b>
ICE Payment					(50,000.00)	1/31/2024
					-	

1st Quarter 2025	129,617.26	84,250.00	6,351.25	9,073.21	(8,942.37)	38,885.18
2nd Quarter 2025	201,635.26	84,250.00	9,880.13	14,114.47	32,900.09	60,490.58
3rd Quarter 2025	221,376.04	84,250.00	10,847.43	15,496.32	44,369.48	66,412.81
4th Quarter 2025	162,562.47	84,250.00	7,965.56	11,379.37	10,198.80	48,768.74
<b>Total 2025</b>	<b>715,191.03</b>	<b>336,999.99</b>	<b>35,044.36</b>	<b>50,063.37</b>	<b>78,526.00</b>	<b>214,557.31</b>
ICE Payment					(50,000.00)	
ICE Payment					(100,000.00)	

1st Quarter 2026	137,255.82	86,343.00	6,725.54	9,607.91	(6,597.37)	41,176.75
2nd Quarter 2026	-	-	-	-	-	-
3rd Quarter 2026	-	-	-	-	-	-
4th Quarter 2026	-	-	-	-	-	-
<b>Total 2026</b>	<b>137,255.82</b>	<b>86,343.00</b>	<b>6,725.54</b>	<b>9,607.91</b>	<b>(6,597.37)</b>	<b>41,176.75</b>
Audit					(1,575.00)	
Adaptive Hockey Startup					(10,000.00)	

Remaining 137,890.52

ICE Commitment - Remaining