



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved JUDGE DOYLE SQUARE COMMITTEE

Monday, January 14, 2013

5:30 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110, Madison Municipal Bldg.

CALL TO ORDER / ROLL CALL

Present: 7 -

Shiva Bidar-Sielaff; Michael E. Verveer; Ann E. Kovich; Sandra J. Torkildson; Adam J. Plotkin; Megan E. Christiansen and Annette Miller

Excused: 1 -

Bradley A. Cantrell

1 APPROVAL OF MINUTES: October 29, 2012

A motion was made by Kovich, seconded by Bidar-Sielaff, to Approve the Minutes. The motion passed by voice vote.

2 PUBLIC COMMENT

Chairperson Adam Plotkin asked if any members of the public wished to address the Committee. There wasn't any public comment.

3 DISCLOSURES AND RECUSALS

There weren't any disclosures or recusals under the City's Ethics Code by members of the body.

4 [28717](#)

Presentation by the City's hotel consultant, Johnson Consulting, of the Updated Hotel Market Study

Charles Johnson, Principal at Johnson Consulting of Chicago, Illinois, presented the findings of his firm's hotel feasibility analysis. In July, 2012, the City Council authorized an update to the City-commissioned 2009 Hunden Hotel Feasibility Study. The updated hotel market information was to be prepared in advance of issuing a Request for Qualifications (RFQ) for development teams for Judge Doyle Square.

Johnson Consulting was selected by the City following a competitive process in August 2012. Johnson Consulting is a leading real estate and hospitality consulting firm based in Chicago. The firm works on many types of real estate uses, including convention and conference centers, arenas, stadiums, hotels, entertainment/urban development districts, performing arts facilities and tourism attractions.

The conclusions of the feasibility study are:

- Madison competes at a level above peers it has been compared to before- Monona Terrace is very attractive.
- Hotel supply issues are the top reasons events bypass the City.
- The Hilton is too small and too busy and has not served the role intended; however it is an excellent property.
- The meeting industry is healthy and has achieved pre- recession levels.
- Nationally, new hotels, when added to the market are absorbed and help other hotels improve occupancy and average daily revenue (ADR).
- The Judge Doyle site allows for a correctly sized hotel with meeting space, and with a good development agreement, this hotel will work in association with Monona Terrace.
- Almost every market analyzed by Johnson Consulting experienced greater demand than supply within 2 years of HQ Hotel opening.
- The three properties that did not:
 - Opened during the height of the recession
 - Still had demand meet or exceed supply within 4 years
 - Attracted higher quality convention attendees & greater economic impact to the host community
- Cities with a headquarters hotel and a sizable room block have a competitive advantage over those that do not. The proposed hotel will address Madison's number one reason for lost business.
- Madison has already entered the convention business and needs to leverage its investment in Monona Terrace and maximize ROI and economic impacts.
 - To do nothing relegates Madison to the lowest tier of small to mid-size facilities and permits its competitive position to decline among this tier, while providing smaller and smaller economic return
 - But Madison is not lower tier; it competes above its comparative position
- Other communities in Wisconsin are considering new facilities the size of Monona Terrace.
 - Suburban Milwaukee and the Wisconsin Dells will further compromise the type of business a lower tier facility competes for
 - This emphasizes the importance of competing as a national convention destination

5

[28058](#)

Review Draft Request for Qualifications (RFQ) Document and Resolution

The Chairperson led a review of the draft Request for Qualifications document. The Committee directed the following changes to the document.

Page 5: The quotation mark at the top of the second column should be moved down to not conflict with the text.

Page 7: In the first column, last paragraph delete February 9 and replace it with "On February 5".

Page 9: In the second column, first bullet, delete the period after the word "appropriate" and make the A in architectural small case.

Page 10: In the second column in the first paragraph, eight lines down, the word height is misspelled.

Page 11: Add a quotation in the second column from the hotel report.

Page 16: In the second column, last sentence, delete "Ad-Hoc"

Page 20: In the first column, delete 2012, and move 2013 into its place.

As a follow-up to the hotel feasibility report presentation, the Committee discussed whether it wished to make any changes to the proposed RFQ language on the hotel component in Sections 2 and 3. The sense of the Committee was to keep the draft language as proposed, which will provide the RFQ proposers the flexibility to make their own hotel market conclusions. The Committee also felt the project requirements could be refined further in the second stage RFP process.

Following discussion, on a motion by Kovich, seconded by Miller, the Committee unanimously recommended approval of the Judge Doyle Square Request for Qualifications document as amended by the Committee.

The draft Common Council resolution to adopt the RFQ was then considered by the Committee. Alders Verveer and Bidar-Sielaff agreed to sponsor the resolution at the request of the Committee. Alder Mark Clear also asked to be a co-sponsor. Following discussion, on a motion by Christiansen, seconded by Kovich, the resolution was unanimously approved. It will be introduced for referral to the Board of Estimates at the January 22nd meeting of the Common Council.

6 [28055](#) Judge Doyle Square Staff Team Report

George Austin provided a report from the Judge Doyle Square City Staff Team. A web-site is being prepared for the project which will go live at the time the RFQ is issued. In addition, the City has been invited to present the project at the Public Private partnership Conference in late February.

7 **Scheduling of Next Committee Meeting**

The Committee set its next meeting for Monday, April 15, 2013 at 5:00 pm.

8 **ADJOURNMENT**

By unanimous consent, the meeting was adjourned by the Chair at 7:00 p.m.