



City of Madison

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

Meeting Minutes - Approved JUDGE DOYLE SQUARE COMMITTEE

Monday, April 15, 2013

5:00 PM

PD Central District Community Rm. (GR27)
City-County Building
210 Martin Luther King, Jr. Blvd.

CALL TO ORDER / ROLL CALL

Present: 8 -

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

1 APPROVAL OF MINUTES: January 14, 2013

A motion was made by Kovich, seconded by Christiansen, to Approve the Minutes of the January 14, 2013 meeting. 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 Presentation on the Monona Terrace Community and Convention Center business model by Gregg McManners, its Executive Director

Gregg McManners presented an overview of the history, funding and business mix for the Monona Terrace Community and Convention Center. He emphasized the following points:

1. Monona Terrace is an important public asset that generates significant economic impact, exceeding expectations. It is successful.
2. Conventions and conferences make up **10% of the events held at Monona Terrace annually but generate 50% of the building revenue**. By growing the convention and conference business, greater economic impact will result.
3. A larger room block removes the key constraint that limits our ability to draw more conventions and conferences to Madison.
4. As other destinations are investing in their infrastructure, doing nothing will result in a dwindling market share with no chance to grow

it.

5. Judge Doyle Square is the best opportunity to address the room block issue in a location that will meet the expectations of meeting planners.

5 [29655](#) Review Draft Request for Qualifications Selection Process and Timeline

The Chairperson led a review of the draft Request for Qualifications Selection Process document that had been distributed to the Committee in advance of the meeting. The Committee reviewed each section of the proposed process. Following discussion, the RFQ Selection Process and Timeline were approved by unanimous consent.

RFQ Proposal Due Date: April 30
Preliminary Evaluation: May 1 - 10
Interviews: May 13 - May 29
Proposal Evaluation and Reference Checking: May 29 - June 30
Common Council Review July 1 - August 6
Issue Request for Proposals: August 15

The Selection Process along with the Submittal Completeness and Compliance Checklist that will be completed by staff and submitted to the Committee as part of the Staff Team's Preliminary Evaluation Report will be posted in the Gallery section on the Judge Doyle Square website.

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

George Austin provided a report from the Judge Doyle Square City Staff Team. Since the last Committee meeting, the Council approved the RFQ on February 5th and it was issued on February 18th, one week ahead of schedule, being placed on Demand Star and the State of Wisconsin's VendorNet. A news release on the RFQ from the Mayor's Office was also issued on February 18. The website link was sent to the City's developer mailing list and a list of national hotel developers. The notice is also on the Urban Land Institute Marketplace website, the Daily Reporter, a regional construction publication, and the International Council of Shopping Centers (ICSC) website. Aaron Olver, the City's Economic Development Division Director, attended the Public Private Partnership (P3) Conference on February 21 and 22 in Fort Worth to present the Judge Doyle Square project to the conference attendees.

The Pre-Submittal Information Meeting was held on March 13th and was live-streamed by Madison City Channel. The attendance list and the live-stream can be viewed in the Gallery section of the Judge Doyle Square web-site at [<http://www.cityofmadison.com/planning/JudgeDoyleSquare/>](http://www.cityofmadison.com/planning/JudgeDoyleSquare/).

The Staff Team also prepared the draft RFQ Selection Process document that was reviewed by the Committee at the 4/15 meeting. Currently, the Staff Team is preparing to receive the RFQ responses and conduct the Preliminary Evaluation. It is also preparing a draft of the Second Stage Request for Proposals requirements for the Committee's review in June.

7 Scheduling of Future Committee Meetings

The Committee set the following meeting dates/times.

Thursday, May 9 from 5:30 - 7:30 pm (Select Teams to be interviewed)

Thursday, May 16 from 4 - 7 pm (Interviews)

Wednesday, May 22 from 4 - 7 pm (Interviews)

Wednesday, May 29 from 4 - 7 pm (Interviews - if needed)

Tuesday, June 11 from 5-7 pm (Deliberation)

Wednesday, June 19 from 4 - 5:30 pm (Deliberation - if needed)

Monday, June 24 from 6 - 8 pm (Deliberation)

8 ADJOURNMENT

By unanimous consent, the meeting was adjourned by the Chair at 6:25 p.m.