



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, May 18, 2017

4:00 PM

One John Nolen Drive
Meeting Rooms NR

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; George Gillis; Mark Clarke; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Chet Gerlach

Excused: 3 - Susan Sabatke; Judith F. Karofsky and Thomas P. Solheim

APPROVAL OF MINUTES

A motion was made by Gerlach, seconded by Gonzalez, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

A quorum of the Room Tax Commission was present.

NEW BUSINESS

1. [47256](#) JDS Presentation: George Austin

This two block development calls a public parking ramp with 560 stalls and an apartment building with 144 units on Block 88. On Block 105 there will be a 253 room hotel, a 12 story apartment building and underground parking for both structures.

Pinckney St., which runs through the middle of the two blocks, will remain a two-way traffic street. The sidewalks will be widened and there will be mid-street bike lanes.

A fountain sculpture will adorn the median strip of Pinckney and Bartlett pear trees will be planted along the sidewalks. This project will significantly change the character of Pinckney St. for the better.

A flag recommendation for the Hotel should be forthcoming in few weeks. It will be a national flag with a nationwide reservation system.

A best-case-scenario timeline would see the hotel opening in mid to late 2020.

2. [47257](#) GMCVB First Quarter Report: Deb Archer, President, CEO and Diane Morgenthaler, Executive Vice President, GMCVB

Attachments: [MT_Q1_2017.pdf](#)

The GMCVB has achieved 39% of their goal in Monona Terrace Contract revenue for the quarter. It's been one of their best performing quarters in a few years. They have contracted a total of 42 future Madison events so far, 12 of which are for Monona Terrace. Unfortunately, they are behind in hotel room nights having reached only 11.5% of their goal for the year. They are also behind, as compared to previous years, in lead production for future Monona Terrace events.
3. [47258](#) Finance Committee Report: Alice O'Connor, Committee Chair

A motion was made by Verveer, seconded by O'Connor, to Approve the 2018 Capital Budget request. The motion passed by voice vote/other.
4. [47259](#) Concert Sponsorship Contract: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [SponsorContract.pdf](#)

A motion was made by Clarke, seconded by Ziarnik, to Approve the sponsorship. The motion passed by voice vote/other.
5. [47261](#) Quarterly External Environmental Issues Updates: Gregg McManners, Director

An upcoming event put on by the Sports Commission is organizing a Bucky on Parade city-wide art display. Artists will be decorating statues of Bucky Badger the same way cow statues were decorated for the Cows on Parade exposition years ago. The Bucky sculptures will be displayed from May - September of 2018 with a gala in the autumn, where they will auction off the art for charity.
6. [47262](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [Booking_4-30-17.pdf](#)

The 2017 budget is for 622 events, and currently there are 629 events projected. This includes 29 conventions and 28 conferences. Event revenue is 1% down but should rise as some of the more profitable events occur in the coming months.
7. [47263](#) Finance Report: Jeff Boyd, Account Tech 2

Attachments: [finances_04-2017.pdf](#)

April operating revenues were up by 13% at \$381,000 versus a budget of \$336,000. This is due to the fact that there were 3 conventions and only 2 were budgeted. Expenses were under by 8% resulting in a surplus of \$96,000 for the month. Year-to-date there is a total revenue surplus of \$126,000.

8. [47264](#) Director's Report: Gregg McManners, Director
- A. Administration
 - B. Operations
 - C. Community Relations
 - D. Gift Shop
 - E. Sales and Marketing
 - F. Event Services
 - G. Business Office/Human Resources
 - H. Catering

Attachments: [rpt 5-18-17.pdf](#)

Mini Maker Faire was a successful event. There will be a more detailed recap in the June board report.

9. [47271](#) Comments from the Chair: Glenn Krieg, Chair
- A. Reminder that the board is invited to the Art on the Rooftop Kickoff Reception

Members were invited to the Art on the Rooftop Kickoff Reception after the meeting.

ADJOURNMENT

A motion was made by Gerlach, seconded by J. Richardson, to Adjourn. The motion passed by voice vote/other.