



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, November 16, 2017

4:00 PM

One John Nolen Drive
Meeting Room KO

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Susan Sabatke; George Gillis; Judith F. Karofsky; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

Absent: 1 - Mark Clarke

Excused: 3 - Mark J. Richardson; Ricardo A. Gonzalez and Glenn R. Krieg

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [49484](#) GMCVB Third Quarter Report: Diane Morgenthaler, Executive Vice President and John Leinen, Vice President of Sales, GMCVB

Attachments: [q3 GMCVB 2017.pdf](#)

The GMCVB is at 66.7% of their contract revenue goal for Monona Terrace. Their lead production for Monona Terrace is down from 65 at this time last year to 61 this year. Contracted room nights are strong with 72.4% of the 99,000 room goal achieved.

The CrossFit games generated over \$2 million in earned media value for Madison.

The Bucky on Parade public art event was launched. There have been 134 artists' submissions. They continue to solicit sponsors for the program.

They have revised the three city alliance. It now consists of Madison,

Providence and Albuquerque.

2. [49486](#)

Monona Terrace Strategic Plan Update Presentation

The status of the development of strategic goals 1 thru 4 were discussed:

Strategic goal 1: “Develop a culture of innovation to optimize performance and customer delight” A new innovation system has been implemented within the organization. The development of an innovation culture along with the system’s data collection and tracking procedure were explained. Also discussed was the Customer Advisory Council. This team is formed of Monona Terrace clients, staff and stakeholders. The object of the council is to get customer feedback and qualitative data regarding meeting and convention planning.

Strategic goal 2: “Enhance our proactive communication strategy to external stakeholders.” As part of this Monona Terrace’s Director serves on the GMCVB Community Relations Committee. This committee advises the GMCVB Board and staff on how to engage on issues that have impact on the tourism industry/economy and the GMCVB’s viability.

Strategic goal 3: “Engage new and existing community partners to expand Monona Terrace’s reach as a destination for everyone.” Monona Terrace’s Community Events Department continues to develop new and existing programs to attract large number of attendees. They have cultivated strong community partnerships. They are using social media to communicate and generate positive engagement with the community as well as providing consistent and positive messaging to the local media.

Strategic goal 4: “Strive to reflect the community’s diversity in our workforce to build a culture of innovation.” The workforce is meeting diversity expectations for women in four job fields, and has opportunities to expand these roles in three job fields. The racial/ethnic diversity expectations are being met in four job fields with opportunities to expand in three job fields. The plan for continuing expansion of diversity in the workforce includes; increasing communication about diversity, continuing to educate staff on diversity, working to reach a more diverse group of applicants, as well as expanding diversity training opportunities.

3. [49488](#)

Quarterly External Environmental Issues Updates: Gregg McManners, Director

Attachments: [External Environment.pdf](#)

A handout with a list of active public policy conversations and emerging conversations was provided and is attached. The Nolen Waterfront development has recently received a large grant and developers are already showing interest in the project.

4. [49490](#)

Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bookingpace 10-2017.pdf](#)

2017 is projected to end with 626 events of a budgeted 622 with 60 of those classified as conventions or conferences. This means a year end event revenue of \$4.7 million. Groups have been spending, on average, more per event than was expected and this is reflected by a projected revenue surplus of 10%.

5. [49493](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [finances 10-2017.pdf](#)

October had 79 events of a budgeted 65. Extraordinary items this month include 5 conventions versus a budget of 2 and 35 banquets versus a budget of 26. The month ended with a surplus of \$408,000. The year to date revenue is \$391,000 to the good.

6. [49495](#)

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 11-16-17.pdf](#)

There were no questions regarding the attached report.

7. [49497](#)

Announcements from the Chair: Alice O'Connor, Vice Chair

- A. Client Appreciation Event Reminder
- B. December Board Meeting Cancellation Notice

Please RSVP if you plan to attend the Client Appreciation event

The December board meeting will be cancelled

ADJOURNMENT

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