



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Thursday, March 16, 2023

4:00 PM

330 E. Lakeside Street

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### CALL TO ORDER / ROLL CALL

**Present:** 11 - Jane Richardson; Michael E. Verveer; Aureliano Montes; Andrea R. Nilsen; Alex Joers; Adam Heffron; Judith F. Karofsky; Eric A. Rottier; James Ring; Steven M. Peters and Angela Bozo

**Excused:** 3 - David A. Aguayo; Mark J. Richardson and Glenn R. Krieg

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [76718](#) 3 mins. per person  
  
None.

### DISCLOSURES AND RECUSALS

Mike Verveer is a member of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center.

### PRESENTATIONS

2. [76721](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission  
  
Destination Madison shared the 4 pillars of their strategic plan for 2023: 1) growing brand awareness and visitor conversion 2) direct room night growth 3) strengthen community partnerships and advocacy 4) support regional development.  
  
Downtown hotel occupancy for 2022 was higher than 2021, peaking in August, but didn't quite return to 2019 levels. ADR, on the other hand, was the revenue driver and remained higher than 2019 for a majority of the year. The booking

pace is showing a trend towards more short-term bookings. This is due to the uncertain economy, but should improve as the market stabilizes. There is still lot of work to do to fill in 2025 and future years.

The Wisconsin Destinations state of recovery report shows how Wisconsin is doing as compared to the Midwest and nationally. It shows that there is a lag in recovery for Wisconsin as compared to national and the Midwest region. There is need for lead generation efforts in order to improve the pipeline and drive more lead volume. These efforts should focus on events that utilize convention and conference venues.

## REPORTS

3. [76727](#) Lake Monona Waterfront Ad Hoc Committee Update and Discussion: Judy Karofsky, Committee Member, Chair

**Attachments:** [Lake Monona Waterfront Design Challenge-Technical Team Review.pdf](#)

The board chose to meet at the Parks Office this month in order for members to see the waterfront design challenge art boards. Park staffer, Mike Strum spoke briefly, mentioning the designs presented by the three firms are a “30,000-foot” view and are only conceptual at this point. Allen Arntsen, Chair of the Lake Monona Waterfront Ad Hoc Committee (LMWAH), shared that the committee would appreciate input on aspects of the designs. Monona Hill is a large component of Agency Landscape + Planning’s proposal and would affect Monona Terrace’s footprint. The same goes for the fishing pier as suggested by James Corner Field Operations. While each of the teams have factored in a place in their designs for a Monona Terrace expansion, Sasaki was the only firm not to suggest a change to the building as it stands now.

The LMWAH committee will be meet 3 times in April and they plan to select a finalist by the end of the month. They will be scoring each firm on a series of criteria (i.e. how well they adhered to the request, the technical feasibility, creativity.)

The LMWAH committee would like to know if Monona Terrace is open to the possibility of changes made to it. The board expressed concerns about some elements of the designs including losing certification as a Frank Lloyd Wright building if the footprint is changed, the feasibility of the Monona Hill, and the removal of the seawall for a fishing pier opening the building up to flooding.

The board noted that any changes affecting Monona Terrace should not impinge on its operations. The board also observed that the goal for LMWAH is not to choose a design, since the designs are owned by the city and can be mix and matched as needed. The goal will be to choose the best design firm to work alongside in this endeavor.

4. [76723](#) Nominating Committee Recommendation of Slate of Officers for vote in April: Jane Richardson, Subcommittee Chair

**Attachments:** [Bylaw3.3.pdf](#)

The Nominating Committee is recommending the following slate: Judy

Karofsky, Chair, Jim Ring, Vice Chair and Andrea Nilsen, Secretary. The Committee Chair took a moment to entertain nominations from the floor and there were no nominations.

5. [76725](#) Room Tax Commission Update: Mike Verveer, Commission Member

2022 room tax collections have come in better than forecasted by nearly \$1.7M. Additionally, for 2023 the City Finance Director projects collections will be at least \$19.6M. Even after 2022's appropriations, there will be a fund balance of \$2.7M. The commission is satisfied to keep this surplus in reserve. The pandemic taught them that having a reserve vital. They will be discussing the reserve's target balance at a future commission meeting. It was mentioned that the 30% of TOT the city declined to take in 2020 would not be paid back out of this reserve.

6. [76729](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Staff shared the newly produced Quinceañera brochure with the board. It will be translated into Spanish, and both English and Spanish informational brochures will be available to clients.

**Booking Pace**

	Budgeted	Projected
Banquets	180	190
Meetings	120	125
Conferences	23	18
Conventions	25	31

The booking pace is looking good and event revenue is projected to be 3% over budget, and overall revenue that was budgeted to be \$3.9M is also projected to be up nearly 3% at \$4M.

7. [76731](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [finance\\_01-31-23.pdf](#)  
[finance\\_02-28-23.pdf](#)

January revenues came in 50% higher than budgeted. This was due to both a higher number of events, and a higher spend per event than was expected. The month ended with a surplus of \$29,000.

February had its challenges. One of the budgeted conventions canceled in order to book in Europe, so event revenue was down by 28% and expenses were over by 2%. The month ended in a deficit of \$88,000.

For the year, the revenue side is up \$11,000 but the expense side also over by \$60,000. Fortunately, March looks to be a busy event month.

8. [76734](#) Director's Report: Connie Thompson, 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

Wisconsin DOA is rehabilitating the ramp, starting with reinforcing the drive thru lane on level 4 to allow for buses to use it again. Each phase of the construction will reduce the number of stalls available in the ramp by around 200. Additionally, the phase will affect how one can enter the ramp. Staff is informing clients and attendees of the changes that may affect their access and parking availability. The state and their contractors have also been provided with blackout dates on which all the parking is needed to accommodate busy event parking days. This \$4M project has been long overdue.

The AutoCAD system used by event staff to detail room setup is going to be replaced with a new more cost-effective software. Monona Catering staff are trying it out and have reported it's nearly identical to the old AutoCAD program.

Contracted security companies have been unable to supply security guards on a consistent basis. Because of that, Monona Terrace will be hiring four hourly security guards. Additionally, the Facility Maintenance Worker position and a seasonal groundskeeper position have been posted.

Future planning with Next Generation Consulting has started. They are developing a survey with staff input. It will be distributed to a wide variety of Monona Terrace stakeholders, including the entire board. This survey should be coming out in the next month.

For this summer's art on the rooftop, staff is working with Arts Industry. They were recommended by curator, David Wells who has overseen the rooftop sculpture exhibit in the past. Using Madison Arts Commission will not be necessary this year and using Arts Industry means a professional installer will be on sight. Last year the installation was done by Monona Terrace staff.

Lake Vista Café will be open this season. Weather permitting, they will open the week of May 15.

## ADJOURNMENT

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