



# City of Madison

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

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

---

Thursday, November 20, 2008

4:30 PM

One John Nolen Drive  
Hall of Fame Room

---

### CALL TO ORDER / ROLL CALL

**Present:** 8 -

Mark M. Opitz; Ann E. Kovich; Sheridan A. Glen; Warren E. Onken; Mona Adams Winston; Henry S. Lufler, Jr.; William DiCarlo and Glenn R. Krieg

**Excused:** 6 -

Thomas J. Ziarnik; Judy Sidran; Jeffrey B. Bartell; Anne Katz; M. Alice O'Connor and Wayne Bigelow

### APPROVAL OF MINUTES

Mr. Krieg made a motion, seconded by Ms. Adams Winston, to approve the minutes of October 16, 2008. The motion was approved by voice vote/other.

### PUBLIC COMMENT

There were no citizens present who wished to address the Board

### REPORTS

- [12457](#) Introduction of Rachel Schaefer, Event Coordinator - Meg Statz, Event Services Manager  
  
Rachel Schaefer joined the Event Services Department on October 13, 2008. Previously she worked at the Hilton Garden Inn on Madison's west side handling all aspects of an event including sales, catering, pre-event coordination, and on-site coverage. She is delighted to be a member of the Monona Terrace staff. Bill Zeinemann noted that there were 204 applicants for the event coordinator position.
- [12458](#) GMCVB 3rd Quarter Report - Krista Flanagan, VP, Sales & Marketing, GMCVB  
  
Krista Flanagan presented the GMCVB 3rd Quarter Report. She noted that planners are somewhat skittish at this time and the GMCVB has had to provide incentives for them to sign. There were no questions from the Board on the report.

3. [12201](#) Hotel Feasibility Study Update - Jim Hess, Director

Mr. Hess received a 176-page first draft of the report from Hunden Strategic Partners. Deb Archer, Mr. Hess and other Monona Terrace staff have reviewed the draft. We have requested an executive summary, which Hunden has agreed to add. They are hoping to present a draft to the committee on December 10 or December 16. Overall the report is positive indicating there is no doubt in their minds that there is a need for another downtown hotel.

Sheridan Glen asked if anyone had heard any updates on the expansion of the Edgewater hotel. Deb Archer noted that Edgewater staff has met with the Mayor to discuss the issue.

4. [12202](#) Finance Committee Update - Henry Lufler, Chair

Mr. Lufler reported that the Finance Committee met on Thursday, November 20, 2008, prior to the Board meeting. Two motions were made.

Mr. Onken made a motion, seconded by Mr. Bigelow, to approve the Staff's recommendation that Monona Terrace surplus funds be used to cover approximately \$50,000 in event assistance for nine specific conventions, which would free up the GMCVB's funding to close additional business by the end of 2008. The motion was approved by voice vote/other.

Mr. Bigelow made a motion, seconded by Ms. Kovich, to approve the Staff's recommendation to purchase an energy efficient chiller, which is projected to cost around \$110,000, and which will have an energy savings payback of 8-10 years. This unit should have a life of 15-20 years, resulting in a significant savings over the life of the chiller. The motion was approved by voice vote/other.

5. [11555](#) Finance Report - Kathi Hurtgen, Finance Director

Monona Terrace hosted 73 events for \$471,000 revenue as compared to the budgeted 70 events for \$453,000 during the month of October.

Year-to-date revenues were +8%. Year-to-date expenses were +2% due primarily to additional expense of retro pay paid out in October.

Revenue over expenditures is \$207,000 year-to-date.

Gregg McManners explained that we expect to be charged for steam use in the near future. Due to malfunctioning steam meters, the State significantly overcharged Monona Terrace for steam use in the beginning. We have not been billed for steam use for the past five years, except for a monthly \$1,000 for infrastructure. At this time, the State believes their meters are working properly, and the excess billing accounted for. We have all of our bills from the beginning, so we will make sure we're getting proper reconciliation for the over-billing.

Sheridan Glen asked if Monona Terrace has ever considered producing our own steam. Gregg McManners noted that we use less steam now since we have added some natural gas boilers to produce hot water where, previously, we used steam to produce the hot water.

6. [11556](#) Director's Report - Jim Hess, Director

**- Board Report**

There were no questions on the Board Report.

**- Lake Vista Cafe Update**

The pre-cast panels are up. Stainless steel counters are in production. The contractor has appealed to the Board of Public Works regarding the liquidated charges on this project. Monona Terrace staff made a presentation explaining why we are withholding final payment and why we are requesting standard liquidated damages for not meeting the contract requirements. The Board of Public Works determined that they need more information, specifically regarding the sole source issue, and we will provide them this information and meet with them again.

**- Quarterly Meeting with the Mayor**

- Mr. Hess updated the Mayor on the status of the Lake Vista Cafe. The Mayor was incredulous that this project has been 2 years in process and still not completed, and the contractor is contesting our withholding the final payment.

- Mr. Hess updated the Mayor on the Downtown Hotel Feasibility Study report.

- Monona Terrace staff came up with minimum staff hours needed in the parking ramp to continue the level of service that clients expect. We have worked hard with CPS to attain 90% satisfaction with parking services and we hope to continue that.

- A managers retreat will be held in December. Which will be held at the Overture Center. For this retreat, the Mayor waived the budget restriction of \$100 for staff training/recognition.

**- 2009 Budget Hearings**

\$100,000 were cut from expenses in maintenance contracts and overtime pay, and will be moved to the Event Assistance Fund, increasing it to \$200,000.

Sheridan Glen encouraged the Sign Committee to visit other sites, such as Kalahari, to see internal signage.

Warren Onken asked if there was an update on the Epic situation. Deb Archer explained that a GMCVB staff member received an invitation to a business sustainability conference hosted by Epic and the UW at Epic's conference facilities. The GMCVB has concerns about Epic's private facilities taking business away from public venues.

7. [11557](#) Announcements from the Chair - Ann Kovich, Chair

Ms. Kovich reminded all Board members that they are invited to the annual "Celebration of the Season" client appreciation reception on December 10, 2008, 5pm-7pm in the Community Terrace, as well as the Autumn Gathering on November 25, 4:30-6:30 p.m.

The December 18, 2008 Board Meeting is cancelled.

#### ADJOURNMENT

A motion was made by Winston, seconded by Glen, to Adjourn. The motion passed by voice vote/other.