



City of Madison

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

Meeting Minutes - Approved ROOM TAX COMMISSION

Thursday, September 6, 2018

4:30 PM

Monona Terrace Community &
Convention Center
One John Nolen Drive Madison, WI 53703
Ballroom C

CALL TO ORDER / ROLL CALL

Present: 5 - Michael E. Verveer; Keith Furman; Thomas J. Ziarnik; Sally Miley and Sylvia Moss

Absent: 1 - Glenn R. Krieg

Others Present: Gregg McManners, Lex Poppins, Joe Sensenbrenner, Deb Archer, Karin Wolf

Sally Miley, chair, called the meeting to order at 4:31 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Mike Verveer, seconded by Thomas Ziarnik, to approve the minutes from the June 12, 2018 Room Tax Commission meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

The following members disclosed their affiliations with the following boards:

Thomas J. Ziarnik - Monona Terrace Community & Convention Center Board

Sally Miley - Madison Opera Board of Trustees

Ald. Mike Verveer - Monona Terrace Community & Convention Center Board & Overture Center Foundation Board

ITEMS TO BE CONSIDERED

[52866](#)

2018 Room Tax Collections and Projection

David Schmiedicke, Finance Director, presented information to the Commission members on the 2018 Room Tax collections and projections.

52867 Long-term Financial Outlook

David Schmiedicke, Finance Director, presented information on the long term financial outlook of the Room Tax Fund to the Commission members.

52868 2019 Budget Discussion

The members of the Commission discussed the 2019 City Budget.

52869 Presentations

- a. Monona Terrace
- b. Overture Center
- c. Greater Madison Convention and Visitors Bureau
- d. City Arts Programming

The following made presentations regarding their requests for 2019 funding from the Room Tax Fund:

- *Monona Terrace - Gregg McManners, Director**
- *Overture Center - Lex Poppins and Joe Sensenbrenner**
- *Greater Madison Convention and Visitors Bureau - Deb Archer**
- *City Arts Programming - Karin Wolf, Arts Administrator**

52973 2019 Room Tax Commission Budget Decisions

A motion was made by Ald. Mike Verveer, seconded by Ald. Keith Furman to amend the 2019 Room Tax budget to increase the subsidy to the Overture Center by \$100,000 (from \$1,900,000 to \$2,000,000). The motion was approved on a vote of 4:1:1 - AYES - Verveer, Furman, Miley, Moss; NOES - Ziarnik; EXCUSED - Krieg

A motion was made by Ald. Mike Verveer, seconded by Ald. Keith Furman to amend the 2019 Room Tax budget to provide a \$5,000 increase to Make Music Madison (from \$25,000 to \$30,000) and to provide \$20,000 to a new program for temporary downtown art installations. The motion was approved on a vote of 4:1:1 - AYES - Verveer, Furman, Miley, Moss; NOES - Ziarnik; EXCUSED - Krieg

A motion was made by Ald. Keith Furman, seconded by Ald. Mike Verveer to adopt the 2019 Room Tax Commission budget with amendments. The motion passed by the following vote:

Ayes: 4 - Michael E. Verveer; Keith Furman; Sally Miley and Sylvia Moss

Noes: 1 - Thomas J. Ziarnik

Excused: 1 - Glenn R. Krieg

ADJOURNMENT

A motion was made by Ald. Keith Furman, seconded by Thomas Ziarnik, to adjourn. The motion passed by voice vote/other. Meeting adjourned at 7:11 p.m.