



# City of Madison

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

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

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Thursday, May 16, 2013

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

Present: 13 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; Dianne Hesselbein; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

### APPROVAL OF MINUTES

### PUBLIC COMMENT

No public comment.

### DISCLOSURES AND RECUSALS

No disclosures or recusals

### NEW BUSINESS

1. [30107](#) Presentation: Joe Parisi, County Executive

County Executive Joe Parisi was invited to have a conversation with the board about the beneficial relationship between Monona Terrace and the Alliant Energy Center (AEC) along with the county's vested interest in the success of Monona Terrace.

He shared some new developments for the AEC. To help assure the World Dairy Expo stays at AEC for the long term, they are hoping to invest in new infrastructure. They want to tear down the barns and put up pavilions. These new structures will serve the Expo's livestock needs and can also be used as flat space for exhibits. It will take \$18 million to fund the project. \$9 million may come from a State grant, while the other \$9 million will be a mix of private investor funds and County funds. The schedule for getting the funding raised/approved and the structures built is a tight one and it is continuing to move forward. Another upgrade will be to add a specialized curtain to the coliseum in order to section off part of the building and become a more appealing venue to groups that draw smaller crowds.

He also mentioned that in the long term, he is still interested in developing connectivity from the AEC to Monona Terrace and the Downtown.

He commented on the lake clean-up in the Mendota water shed as a historic effort. This is the first time that all the people who matter in improving lake water quality are sitting at the table together to implement a plan.

2. [30108](#) GMCVB First Quarter Report: Diane Morgenthaler, Vice President of Marketing & Strategic Planning and Rebecca Ramsey, Director of Sales  
  
First quarter contract revenue totaled \$122,778. Room nights year to date total is 6,449; this doesn't include Ironman room nights of 5,950. With Ironman nights 12.6% of the 2013 goal is achieved. Pending contracts total \$300,913 and 12,020 room nights, which bodes well for future definite bookings.  
  
Other highlights include the Ironman contract renewal for five additional years. The GMCVB website redesign has launched. Average daily rates continue to trend ahead of 2012 across the entire quarter. Madison was highlighted in the Travel Channel's Bizarre Foods America TV show.
3. [29914](#) Authorizing the Monona Terrace Community and Convention Center Board to accept a sponsorship from Great Dane Pub and Brewing Company, Inc. in the amount of \$10,000 to help offset the cost of 2013 summer concerts at Monona Terrace and amending the Monona Terrace operating budget accordingly.  
  
A motion was made by Ziarnik, seconded by Ring, to RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER. The motion passed by voice vote/other.
4. [30039](#) Amending the Monona Terrace Community and Convention Center 2013 Capital Budget to apply \$600,000 of its reserve fund to support the planned 2014 renovation.  
  
A motion was made by Richardson, seconded by Karofsky, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

## REPORTS

5. [29468](#) 2014 Renovation Update: Gregg McManners, Director  
  
The new carpet design was presented to the board. This new design retains the chevron shapes from the previous design, but drastically changes the background color from yellow ocher to burgundy. The border carpeting will be a blend of colors rather than a solid color. The design will be presented to the public May 18.  
  
Next month's board meeting will include a visual presentation of the renovation plans.
6. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services  
  
Revenue is up 4.4%. The number of banquets has increased with the recent ad campaign and is up by 46 over last year at this time.

	Projected	Budgeted
Banquets	223	201
Meetings	202	193
Conventions	31	27
Conferences	35	33

7. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Despite having only 61 of a budgeted 65 events, April revenue was up 18% and expenditures were up 9%. This is due to the fact that banquets and meetings spent much more than projected. Monona Catering reported that April 2013 was the second busiest April on record. Year-to-date the revenue is up \$36,000 and expenditures are under by 1%.

8. [28249](#) Director's Report: Gregg McManners, Director

**A. Judge Doyle Square Update**

Four proposals were received by the city and three of them have been passed by the council. Interviews of the three companies start this evening (May 16).

The committee interviewing will be asking the following:

- Will the company provide a quality product?
- Does their plan will assist Monona Terrace?
- Will the meeting space at the new hotels compete or complement Monona Terrace?
- How do they intend to incorporate the Municipal Building (MMB) into their plan, if the MMB is part of their plans?
- Will their plan provide a 250 room block guarantee to Monona Terrace?

**B. Board Report**

The critical incident training held on May 13 was successful. Every department that participated learned a lot about what works and what doesn't work. It was a great training experience.

Reminder: The Lake Vista Café is now open; the Greeters will start wearing badges to promote the café.

9. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

No announcements.

**ADJOURNMENT**

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