



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, May 14, 2020

5:00 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 12 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Aureliano Montes; Steven Peters; Sharon Corrigan; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier; James Ring and Skip Harless

APPROVAL OF MINUTES

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

PUBLIC COMMENT

Wendy Brown-Haddock and Patty Lemke will be reporting on item 4 #59990

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are members of the Room Tax Commission. Alice O'Connor and Mike Verveer are members of the Monona Terrace Event Booking Assistance Advisory Committee.

DISCUSSION ITEMS

1. [60322](#) Introduction to New Board Members: Sharon Corrigan, Skip Harless, Eric Rottier and Aureliano Montes

Attachments: [NewMembers.pdf](#)

The chair introduced each of the new board members. Of note, Sharon Corrigan is finishing her work as interim Director of Alliant Energy Center (AEC) this week and Brent McHenry, the newly appointed Director of AEC is in line for appointment to this board in her place.
2. [60326](#) Slate of Officers presented for vote: Jane Richardson, Committee Chair

A motion was made by Krieg, seconded by J. Richardson, to Approve the Slate of Officers. The motion passed by voice vote/other.
3. [60337](#) Election of Officers:
Alice O'Connor - Chair, Judy Karofsky - Vice Chair, and Jim Ring - Secretary

A motion was made by Peters, seconded by Krieg, to Elect the Slate of

Officers. The motion passed by voice vote/other.

4. [59990](#) Monona Catering Year-end Report: Wendy Brown Haddock, General Manager

Attachments: [Catering report.pdf](#)

The board received the year-end report from Monona Catering. Followed with an update regarding the effect COVID-19 has had on business. See attached report.

Monona Catering shared how they were able to donate all of their fresh and frozen food inventory, when everything closed down. They collaborated with Healthy Food for All and Feed Kitchen to ensure this food was distributed throughout the community.

5. [60328](#) Finance Committee Report: Glenn Krieg, Committee Chair
A. 2021 Base Room Rental Prices
B. 2021 Guest Price List for Equipment and Services
C. Summary of Finance Meeting

Attachments: [2021 Sliding Scale.pdf](#)
[2021AVPriceList.pdf](#)
[Covid-19 Economic Impacts -- MT Finance Committee -- 5-14-2020.pdf](#)

A motion was made by Krieg, seconded by Karofsky, to Approve the 2021 Base Room Rental Prices and the 2021 Guest Price List for Equipment and Services. The motion passed by voice vote/other.

A summary of the Finance Subcommittee was shared with the board. Of note, City Finance confirmed that Monona Terrace does have \$1.9M in the reserve fund along with unspent capital budget money. These funds will be applied to help reduce the budget deficit. Projections say that the room tax fund will be at 50% of what was expected for 2020, so staff are budgeting accordingly and making steep cuts. Analysts predict it will take 5 years for the room tax to climb back up to 2019 levels.

6. [60330](#) Reports Required by the Monona Terrace Agreement:
A. Monona Terrace Small Business and Employment Opportunities 2019 Report
B. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2019 Annual Report

Attachments: [Joint Services Annual Report 2019.pdf](#)
[Small Business Annual Report 2019.pdf](#)

A motion was made by J. Richardson, seconded by Karofsky, to Approve the Monona Terrace Small Business and Employment Opportunities 2019 Report and the Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2019 Annual Report. The motion passed by voice vote/other.

7. [60332](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc 04-2020.pdf](#)

2020	Budgeted	Projecting
Banquets	172	116 (if June & July events occur)
Meetings	168	98
Conferences	25	13
Conventions	30	12

Before the pandemic 2020 was shaping up to be a solid year with event numbers on budget.

2021 Convention and Conferences currently on the books:

Conventions 27 contracted, 3 pending, 4 tentative
Conferences 12 contracted, 4 pending, 3 tentative

The event numbers for 2021 are looking to match what was budgeted for 2020.

At this point in time, due to the pandemic, there has been 194 completely canceled events. 63 events have rebooked for 2021 or 2022. On a positive note, the sales department continues selling, despite the shutdown, and has signed 50 new contracts for future years. Moreover, staff continues to receive several wedding inquiries per week.

8. [60333](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [April Finances.pdf](#)

Until March 20, the number of events projected was on budget and spending per event was healthy. In fact, March ended with a revenue surplus of \$53,000. Unfortunately, due to the pandemic, there were no events in April. Except for a few ancillary dollars, there was no event revenue.

194 events have cancelled representing \$1.9M in lost revenue. Additionally, 71 of the events that cancelled received refunds totaling \$210,000.

9. [60334](#) 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

Attachments: [rpt_05-14-20_VM.pdf](#)
[ProjectionsSummary_5-14-20v5.pdf](#)

Staff has been able to cut back on payroll expense in permanent salaries, as well as hourly and overtime pay equaling \$1.1M in reductions. Other cuts include \$281,000 in supplies and \$279,000 in services. With the losses in revenue and the expected 50% cut in room tax funding, a deficit of \$2.7M is projected. Besides reserves, there is unspent capital budget money that may be moved into the operational budget to reduce the deficit, but this must be approved by the Room Tax Commission.

Monona Terrace's Concerts on the Rooftop series has been cancelled due to uncertainty regarding group size, along with social distancing and hygiene concerns. Dane Dances has not made their decision regarding their concerts on Fridays in August.

ADJOURNMENT

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