



# City of Madison

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

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

---

Thursday, August 18, 2011

4:30 PM

One John Nolen Drive

Community Terrace

---

### CALL TO ORDER / ROLL CALL

**Present:** 11 -

Sheridan A. Glen; Michael E. Verveer; M. Alice O'Connor; Mona Adams  
Winston; Ann E. Kovich; William DiCarlo; Judith F. Karofsky; Glenn R.  
Krieg; Judy Sidran; Chet Gerlach and Thomas P. Solheim

**Excused:** 2 -

Dianne Hesselbein and Thomas J. Ziarnik

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

There were no citizens present who wished to address the Board

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

1. [23357](#) Presentation to Retiring Board Members Jeff Bartell and Henry Lufler - Mona Adams Winston, Chair

**Ms. Winston noted the sizable contributions by both members over the years. She highlighted Mr. Bartell's contributions to the Board including his leadership on the hotel feasibility study committee, the Monona Terrace policies he helped to author in his capacity as an attorney. He participated on the Marketing Committee, and his efforts helped launch the Tunes at the Terrace concert series in 1998 which has since attracted 70,000+ happy attendees. Mr. Bartell will remain a member of the Marketing Committee until the new ad campaign design for Monona Terrace has been finalized.**

**Mr. Lufler has been a member of the Monona Terrace Commission and the Monona Terrace Board of Directors since 1993. He has served as the Finance Committee's only Chairperson, and provided leadership during the annual capital and operating budget deliberations. His insights into city politics as an Alder and former Alder have been invaluable.**

Mr. McManners commented that the institutional knowledge possessed by both Mr. Bartell and Mr. Lufler would be sorely missed, and thanked them for everything they have done for Monona Terrace over the years.

Mr. Bartell and Mr. Lufler were presented with plaques in appreciation of their service; Board members and Monona Terrace staff members wished them well.

2. [23389](#) Introduction of New Board Member, Alder Mike Verveer - Mona Adams Winston, Chair
- Board members welcomed Mr. Verveer who is a City appointee. Mr. Verveer was first elected to the Council in April 1995, and won re-election in 1997, 1999, 2001, 2003, 2005, 2007 and 2009. He served as Common Council Pro Tem for the 2001-2002 term, and as Common Council President for the 2003-2004 term and 2007-2008 terms.

## REPORTS

3. [11915](#) Greater Madison Convention and Visitors Bureau Second Quarter Report - Deb Archer President, GMCVB
- Highlights of the presentation included:
- The 2011 goal for contract revenue is \$670,000; to date 41.3% of the goal has been achieved (\$277,000).
  - Examples of 2011 YTD contracts includes: Symposium on Research in Child Language Disorders, Association of University Research Parks, Society for Behavioral Neuroendocrinology, SAE International, World Triathlon Corporation and the Wisconsin Water Association.
  - Current pending contracts include: American Cheese Society, Association for Experimental Education, LeMans Corporation, Society for Ecological Restoration Intl., and WI Educational Media and Tech Association.
  - The 2011 goal for Direct Spending for All Confirmed Events is \$35,000,000; to date 44.7% of this goal has been achieved, or \$15,660,000 has been achieved.
  - The 2011 goal for Total Contracted Room Nights is 94,500; to date 40.2% has been achieved, or 35,161.
  - The goal for convention trade PR is \$175,000; to date, 14.6% of the goal has been achieved (\$25,498).
  - The GMCVB has new software titled "event impact calculator" developed by Oxford Economics; an annual fee will be paid to receive that service.
  - The annual GMCVB investment request has been submitted to the City.
  - Board members were asked to respond to an invitation to fill out a GMCVB stakeholder survey.
  - Board members were invited to board the chartered Betty Lou Cruise Boat to enjoy the opening swim of the annual Ironman triathlon in front of Monona Terrace.
4. [23500](#) 7/29/11 Culinary Media Tour Report - Patty Lemke, General Manager, Monona Catering
- Monona Catering was pleased to be included in the Milwaukee to Madison Culinary Press Tour, July 27-August 1, 2011, sponsored by the Wisconsin Department of Tourism. Staff produced an excellent menu featuring locally

available ingredients accompanied by wine pairings that was very well received by the writers. National press coverage is expected in the future with on-line coverage first followed by print and magazine coverage. When the journalists publish their articles, staff will make sure to pass along this information to Board members.

5. [23382](#) Strategic Planning Report - Ann Kovich, Chair

Chair Kovich expressed her thanks to the Board members for their attendance and excellent participation at the first meeting; The Strategic Planning Committee consists of Ann Kovich, Chair; Bill DiCarlo, Tom Ziarnik, Sheridan Glen and Judy Sidran together with Monona Terrace staff. The next meeting will be held on Monday, August 29 with Tom Mosgaller acting as facilitator. The agenda will be as follows:

- The Process
- Review of the SWOT Analysis
- Introduction of Current Governing Documents
- Identify the Strategies to Achieve Goals and Priorities

Results from the meeting will be brought back to the full Board for further discussion.

6. [09198](#) Marketing Committee Report - Sheridan Glen, Chair

The Marketing Committee met on June 29. Members in attendance were Sheridan Glen, Deb Archer, Jeff Bartell, Alice O'Connor and Mona Adams Winston. Staff members from the Hiebing ad agency presented the preliminary results of their work with Monona Terrace and GMCVB staff to develop a new message strategy and brand idea. The current marketing campaign has become outdated.

Three main concepts were presented:

- “Flow / Immersion”
- “Brain Changer”
- “It Starts Here”

Strengths and weaknesses of each were discussed, and Brain Changer was eliminated from further consideration. Hiebing staff members were asked to keep the best elements of “Flow/Immersion” and “It Starts Here,” and revise the creative concepts that were not working. Those revisions were presented to Monona Terrace staff members and still did not result in a concept that would work for Monona Terrace; revisions continue and a follow-up meeting will be held in the future.

7. [11551](#) Finance Committee Report - Henry Lufler, Chair, Finance Committee  
- 2012 Operating Budget

The Finance Committee (Henry Lufler, Ann Kovich, Glenn Krieg, and Tom Ziarnik were in attendance; Dianne Hesselbein was out of town) met immediately preceding the Board meeting. The purpose of the meeting was to review the 2012 operating budget and provide a recommendation to the Board. A 5% budget reduction was mandated by the Mayor. Monona Terrace staff is

creatively streamlining processes, and the role of the Board is ministerial only. The Finance Committee supports the budget while acknowledging that difficult decisions will have to be made in the near future. Mayor Soglin will attend the September 15 Board meeting, so members will have the opportunity to ask specific questions at that time.

Lufler made a motion to approve the budget as presented, seconded by Kovich. The motion was approved unanimously by voice vote / other.

8. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

The months of June and July were both reviewed. Revenues in June were down 10% from budget because of one event that ended on July 1, so revenue from that event fell into July. Total operating expenses were flat as compared to budget. Two events that occurred in July, Congress for the New Urbanism and Wildlife Refuges and the Next Generation, were both very successful both operationally and financially, and are expected to generate additional future business. July was well above budgeted revenue for the month, and resulted in revenue above budget year-to-date. While booking has slowed its pace, staff continues to believe that year-end revenues will be at or above budget.

9. [17074](#) Booking Pace Update - Gregg McManners, Director

As previously noted, booking pace slowed in July. Staff still needs to book an additional \$100,000 in new business by year-end to meet the budget, but expects to achieve that goal.

10. [22041](#) Director's Report - Gregg McManners, Director

There were no questions on the Board Report.

The City has approved a \$200,000 planning contract that has been signed by all parties involved (Urban Land Interests Inc., Marcus Hotels, and the City) regarding a new hotel on Block 88. This planning contract is for 90 days, and includes both preliminary design and feasibility costs, and is expected to be completed by October 31, 2011. The City has also hired a national company, Kimmerly-Horn, to master plan Blocks 88 and 105. The plan will incorporate a new parking garage, the relationship between the two blocks including the streetscape, the best use for both blocks and other related issues. Mr. McManners expressed surprise at the speed at which this project is moving. He said it had a long way to go but so far so good. George Austin, Overture Center Foundation, has been hired to be the project manager.

11. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair  
- New Finance Committee Chair

Mr. Krieg was named as the new Chair of the Finance Committee, Ms. O'Connor was also appointed to serve on that committee. A motion was made by Kovich to approve the nominations, seconded by Sidran. The motion was approved unanimously by voice vote/other.

## ADJOURNMENT

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