



City of Madison

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

Thursday, March 19, 2009

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 8 -

Ann E. Kovich; Sheridan A. Glen; Warren E. Onken; Henry S. Lufler, Jr.;
William DiCarlo; Glenn R. Krieg; M. Alice O'Connor and Wayne Bigelow

Excused: 6 -

Mark M. Opitz; Thomas J. Ziarnik; Judy Sidran; Jeffrey B. Bartell; Mona
Adams Winston and Anne Katz

APPROVAL OF MINUTES

A motion was made by O'Conner 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.

NEW BUSINESS

REPORTS

- 1. [13974](#)** Presentation of Slate of Officers for Election at the April 16, 2009 Board Meeting - Bill DiCarlo, Chair, Nominating Committee

The slate presented to the Board consisted of:

Ann Kovich - Chair
Mona Adams Winston - Vice Chair
Glenn Krieg - Secretary

Mr. Onken made a motion to accept the slate as presented and that the election of officers would take place at the April 16, 2009 Monona Terrace Board meeting, seconded by Mr. Lufler. The motion was approved by voice vote / other.
- 2. [13709](#)** Approving the Guidelines for Monona Terrace Event Booking Assistance Fund.

A motion was made by Onken, seconded by Lufler, Jr., to Return to Lead with the Following Recommendation(s). The motion passed by voice vote/other.

Excused: 6 -

Mark M. Opitz; Thomas J. Ziarnik; Judy Sidran; Jeffrey B. Bartell; Mona Adams Winston and Anne Katz

3. [13976](#) Finance Report - Kathi Hurtgen, Director of Finance

Events totaled 47 vs. 52 budgeted (-9%) in February. Total event revenues were 9% under budget for the month, and total operating revenues 6% under budget for the month. Year-to-date event revenues are 10% under budget, and total operating revenues were 8% under budget. Expenses were -6% for the month, -7% for the year. Revenue in excess of expenditures was \$20,000 for the month, \$32,000 for the year. Expenses are being closely monitored, especially overtime and comp time. Ms. Kovich suggested asking staff to contribute their ideas to minimize expenses.

4. [13977](#) 2009 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

The troubled economy has caused some event cancellations, or shortened length of time for space rental at Monona Terrace. However, one client's event has grown from a meeting to a conference and should generate approximately \$20,000 in revenue. To date, there are 29 conventions vs. 28 budgeted, and 33 conferences vs. 40 budgeted. Monona Terrace wedding business continues to be strong with 111 booked, vs. 110 last year. Wedding event revenues may decline somewhat; clients are watching their budgets closely. Banquets are -24 when compared to budget, but meetings are ahead of pace at +18. Currently, we are forecasting 689 events for 2009, as opposed to 695 budgeted. Event revenue totals may be -5% at year-end, overall revenue is forecasted to be -4.75%. Mr. Glen commented that Monona Terrace continues to perform well despite the current economic conditions. Mr. Onken urged accurate documentation of data in case it is necessary to use reserve funds. Mr. Hess added that the Hilton is forecasting a strong year, which may aid Monona Terrace.

5. [13978](#) Director's Report - Jim Hess, Director
- Board Report
 - Rooftop Concert Series
 - Downtown Hotel Feasibility Report
 - 2008 Year-End Performance Report
 - Lake Vista Cafe Update
 - CPS Contract Renewal
 - Parking Rate Increase
 - Chiller Replacement

There were no questions on the Board Report.

Rooftop Concert Series: The current sponsor of the concerts recently informed Monona Terrace of their decision not to participate this year. The Friends of Monona Terrace organization was approached for a one-time contribution because of this short notice, and lack of time to find another sponsor for this year's concert series. Monona Terrace staff has determined that out-of-pocket expenses for the seven concerts totals approximately \$14,000. The Friends agreed to contribute \$5,000, and encouraged staff to

continue searching for other donors.

Other Friends updates: the proposed new tile series will be deferred until the recession eases, perhaps next year. The Friends Board of Directors voted to increase the size of their Board from three members to four members, and will invite Mary Lang Sollinger to serve as a director.

Downtown Hotel Feasibility Study Report: the Economic Development Commission, the Board of Estimates and the Common Council approved the report. The Marcus Corporation continues to participate in negotiations regarding building the hotel. Monona Terrace staff and the Mayor's office are optimistic that a decision will be made by the end of March. Marcus already has the rights to develop the block in back of the Madison Municipal Building, which is the most logical location for a new hotel as it is in close proximity to Monona Terrace. The hotel feasibility report estimated that if a 400-room hotel was built the TOT monies would increase to \$817,000, and Monona Terrace business would increase 40% - 50%.

2008 Year-End Performance Report: Monona Terrace set several new performance records, and for the fourth year in a row, record revenues were recorded.

Lake Vista Cafe Update: The stainless counters have been installed, and the next major step is the service windows. It is anticipated that the Cafe's soft opening will take place in mid-May. Monona Catering staff will need some time to become familiar with the new equipment before the grand opening in early June.

CPS Contract Renewal: Monona Terrace staff has a good working relationship with the staff of CPS, and were pleased that CPS was awarded the contract to operate the parking ramp. There are some challenges to be met as the State cut the budget for this task by -35%. The new contract with the State allows for 170 staff hours per week; they averaged 190-200 hours per week in 2008. CPS will provide the State a staffing schedule every two weeks, and will advise State personnel when they need more than the allotted amount of hours to collect additional revenues. Construction of a parking booth at the Wilson Street entrance to Monona Terrace is being discussed which would permit payment on entry, allowing gates to be open at the conclusion of events. Mr. Glen encouraged a welcoming look to the parking booth if it is built in order to project the Monona Terrace quality image. Monona Terrace is most concerned about continuing its standard of excellent customer service.

Parking Rate Increase: The chart of parking ramp rate increases throughout the city was reviewed, and it indicates that the Government East ramp rate will increase from \$1.10/hour to \$1.40/hour (to help fund the replacement of the Government East parking ramp). The Monona Terrace ramp parking rate will also go up to \$1.40/hour.

Chiller Replacement: The cost of the chiller was \$145,000, and installation is taking place currently. Capital budget monies were used to pay for the chiller in addition to \$40,000 that would have been used for maintenance on the other two chillers that was deferred to next year.

6. [13979](#) Announcements from the Chair - Ann Kovich, Chair

There were no announcements from the Chair.

ADJOURNMENT

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