



City of Madison

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

Meeting Minutes - Draft MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, February 20, 2025

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Cathleen A. Dettman; Michael E. Verveer; Mark J. Richardson; Elizabeth Doyle; Kevin Scheibler; Judith F. Karofsky; Glenn R. Krieg; James Ring; Steven M. Peters and Angela Bozo

Excused: 3 - David A. Aguayo; Aureliano Montes and Eric A. Rottier

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [87182](#) 3 mins per person

None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee.

PRESENTATIONS

2. [87184](#) Destination Madison Quarterly Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

Attachments: [DM_02-20-25.pdf](#)

2024 was a great year for Destination Madison. Their brand awareness increased, and they had 4.2M website visits with 42.4M in social impressions. They met or exceeded other goals including room nights, with 105,000 direct group business room nights, partnerships, with a 10% increase in partner engagement and with placemaking, by hiring a place making position in conjunction with DMI. 2024 Destination Madison contracted revenue for

Monona Terrace was \$973,652. With 116,272 direct room nights. The goal for 2025 is to increase Direct Visitor Spend to \$2B. The team is putting together hospitality partner workforce resources to help businesses navigate the latest federal government orders and how it may affect the industry.

State of the Meetings & Convention Industry Survey has been published and there is good news for Madison. In 2024 the number of meeting planners that planned a meeting in Madison was up 2% from 2023. The number of planners that said they are likely/very likely to plan a meeting in Madison was up 12.9%. And Madison's overall reputation as a meeting destination has increased to 48.8% of 100% (that's up 12.7%) and attendee popularity is up to 52% from 29.2% and Madison is getting high marks on having a clean and safe reputation.

Year-to-date for 2025 there are \$41,820 in confirmed business and another \$126,447 in pending business. Additionally, hotel Occupancy and ADR are flat for January and February.

NEW BUSINESS

3. [87186](#) Finance Committee Recommendation/Report: Glenn Krieg, Subcommittee Chair
A. 2026 Base Room Rental Fees and 2026 Guest Price list for Equipment and Services

A motion was made by Peters, seconded by Richardson, to Approve the 2026 Base Room Rental Prices and 2026 Guest Price List for Equipment and Services.. The motion passed by voice vote/other.

REPORTS

4. [87188](#) Monona Catering Year-End Report: Wendy Brown Haddock, General Manager

Attachments: [MC_YE_2024.pdf](#)

2024 was a strong year for Catering, they were 2.5% up in revenue. 2025 has started slow and they are projecting \$6.9M in revenue. Long time employee and President of Kelber Catering, Patty Lemke, is retiring in June. She is currently training her replacement Linwood Cambell.
5. [87190](#) Business Office Year-End and Monthly Financial Report: Jeff Boyd, Business Manager

Attachments: [fin_01-31-25.pdf](#)
[fin_12-31-24.pdf](#)

Although event numbers were down in 2024, spending per event was up. Conventions and Meetings led the charge with the highest spend per event. Of course, payroll and other expenses increased as well. Due to the fact that the city will allow back dating of expenses through most of February, the year-end numbers are not final, however the budget is \$408,000 to the good at this time. Any changes will be presented in March.

January was only \$2,000 off due to VEBA, a payment we are unable to budget

for. Otherwise, the revenue came in as projected. There are 24 conventions on the books for the year and if the events continue to spend well, it will be good year.

6. [87194](#)

Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp_01-31-25.pdf](#)

The year is starting slow, but momentum is expected to build. At this time projections are 13% under budget.

	Budgeted	Projected
Banquets	170	160
Meetings	134	115
Conventions	21	24
Conferences	26	26
Consumer shows	14	18
Overall events	536	514

Should events continue to spend as they did in 2024 the budget will be in good shape.

7. [87196](#)

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_02-20-25.pdf](#)

January's Home Expo featured the rollout of the Webstore, the Monona Terrace branded Exhibitor Service Center module of Momentus the Event Booking Management Software. The days of the set up exhibitors were able to use the site to store to make purchases, which would then populate a report for the AV floor staff to provide the service. There are still tweaks to the procedure, but overall, it's looking very promising.

Momentum Service Order Forecasts is a feature that staff is hoping to start using as a standard way to provide quotes to the client. This would ensure that the information was in Momentus, and should an event become definite, the quote can be converted to an order. This would streamline and standardize the quoting process.

During maintenance days in January, the leaking in the level 4 east dome was repaired. Similar work will need to be done on the west dome. The structured cable project began and the HVAC software for the building was updated. In addition, various upgrades to the HVAC controls will be replaced over the course of the year.

The larger of the scissor's lifts needs replacement and Fleet Service is replacing the old sweeper, with a new electric sweeper.

Community events had several new events, Sound and Sense Immersion, and Lakeside Dance Lab. Both were very popular.

Interviews were conducted for the Facility Maintenance Manager. There were two strong applicants, and the offer will be made next week. The AV Manager position will be posting soon and Bill Zeinemann, Associate Director will be retiring this summer, so his position will be posted soon. Lastly the Mayor confirmed Connie Thompson's position as director for the next 5 yrs.

8. [87192](#)

Announcement from the Chair: Judy Karofsky, Chair

A. Appointment to the Nominating Committee

B. Nominating Committee will meet in March, date to be determined.

The Chair appointed Cathleen Dettmann to the Nominating Committee. The committee will need to meet in March.

ADJOURNMENT

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