



# 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, January 17, 2019

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

- Present:** 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Susan Sabatke; Steven Peters; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg and Chet Gerlach
- Excused:** 3 - Ricardo A. Gonzalez; Thomas J. Ziarnik and James Ring

### APPROVAL OF MINUTES

A motion was made by J. Richardson, seconded by M. Richardson, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

There was not a quorum of the Room Tax Commission at this meeting.

### NEW BUSINESS

1. [54338](#) Destination Madison (formerly GMCVB) Report: Deb Archer, President/CEO and John Leinen, Vice President of Sales, Destination Madison

**Attachments:** [GMCVB Q4 2018.pdf](#)

Destination Madison's sales team wrapped up the fourth quarter very close to meeting their sales goal in contract revenue for Monona Terrace. They came in at 93% of their goal of \$705,000 which was a surprising jump from 39.7% in the 3rd quarter.

Of the contracts signed in 2018, new business comprised 39%. 52% of the events were booked in 2018, while 44% were booked for 2019.

In 2019, the sales team will be making significant efforts to build up a pipeline of business. Their strategies include:

- Creation of a city-wide contract for all downtown hotels so that meeting planners don't have to sign contracts with multiple hotels to get room blocks.

- The hiring of a new Convention Sales Manager and creating of a new Business Development position geared towards generating leads.
- They will be rolling out a “bring your meeting home” incentive program aimed primarily at UW departments.

Looking ahead, 2019 should be a strong year economically for the industry. Beyond that, the economic future is unclear; therefore, it is vital that future business is built up now.

2. [54233](#) Authorizing the City to execute a noncompetitive service contract for a 1 year term of service, with three 1 year renewal options, for services provided by The Hiebing Group, Inc., for marketing and advertising of Monona Terrace Community and Convention Center.

**Attachments:** [The Hiebing Group Inc Non-Competitive Selection Request - CC Approval Re](#)

**This Resolution was Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE**

3. [54348](#) JDS Update: Gregg McManners, Director

At the common council meeting on Jan. 14, a vote passed a resolution that amended the agreement with Beitler for the development of JDS on block 88 and 105. This resolution will return the development rights on block 88 to the City. Beitler will be paid \$700,000 for this release of these rights. It also stipulates that Beitler must commence construction of the hotel on block 105 no later than 18 months after the City completes the podium. This agreement also means that the city will save approximately \$600,000 because they will not need to fill the hole made by demolition of the Government East parking garage.

4. [54342](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

**Attachments:** [bkpace Nov-Dec 2018.pdf](#)

	2019	Budgeted	Projected
Banquets	192	160	
Meetings	170	190	
Conferences	25	20 + 4 pending, 2 tentative	
Conventions	31	29 + 1 pending, 1 tentative	

5. [54344](#) Finance Report: Jeff Boyd, Business Manager

**Attachments:** [November\\_financials.pdf](#)

November bottom line reflected a \$97,000 deficit from budget. This is due to multiple factors, including 3 pay periods, several events requiring many (hourly) stage hands and the fact that this month marked the start of supply expenditures for 2019. Overall, 2018 is going to be a record revenue year.

6. [54345](#) Director's Report: Gregg McManners, 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\\_01-17-19.pdf](#)

**Kristen Durst has been hired for the Community and Public Relations position; she will be starting in February. She has experience in Public Relations, grant writing and journalism.**

**Monona Terrace will be applying for the Wisconsin Forward Excellence award in early February.**

7. [54346](#)

Announcement from the Chair: Alice O'Connor, Chair

A. Finance Committee meeting before February 21 Board Meeting

**A Finance Committee meeting will be scheduled on February 21, prior to the Board Meeting.**

#### **ADJOURNMENT**

**A motion was made by Richardson, seconded by Verveer, to Adjourn. The motion passed by voice vote/other.**