



City of Madison

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

Thursday, March 17, 2011

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 -

Jeffrey B. Bartell; Mona Adams Winston; Ann E. Kovich; William DiCarlo;
Judith F. Karofsky; Glenn R. Krieg; Judy Sidran; Chet Gerlach and
Thomas P. Solheim

Excused: 5 -

Sheridan A. Glen; M. Alice O'Connor; Henry S. Lufler, Jr.; Dianne
Hesselbein and Thomas J. Ziarnik

APPROVAL OF MINUTES

Mr. Bartell (participating via teleconference) suggested a friendly amendment to delete duplicate text in Item One; staff will make the correction. A motion was made by Kovich, seconded by Solheim, 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.

REPORTS

1. [21679](#) The Next 10 Years - Gregg McManners, Director

The Monona Terrace Mission and Vision Statements were reviewed, and the importance of aligning the goals of Monona Terrace among the Board, staff, Mayor, Common Council, and stakeholders etc. was emphasized.

Proposed goals for the next ten years:

1. Monona Terrace will enhance its reputation as a warm, welcoming, comfortable place where the community feels a sense of ownership.
2. Increase revenues to over \$6,000,000 per year
3. Increase the amount of conventions and conferences to 80-95 or at least 15% of the events hosted per year.
4. Reduce subsidy while maintaining service levels and standards;
5. Develop an appropriate balance between events that generate economic

- benefit and those which add intrinsic value.
6. The Rooftop becomes a Madison (place-to-visit) destination.
 7. Achieve the Governor's Forward Award of Excellence.
 8. Acknowledge the Frank Lloyd Wright design and its positive influence on the visitor/guest experience through
 - formalized building and grounds standards
 - up-to-date technology
 - programming and educational outreach
 - brand imaging including marketing and PR.

Following a discussion, Ms. Kovich suggested adding a brainstorming session to the next Board meeting so Board members can make suggested changes or additions to the document. Staff will email the draft document to the Board members.

2. [21568](#) Presentation of Slate of Officers for Election at the April 21, 2011 Board Meeting - Bill DiCarlo, Chair, Nominating Committee

The Nominating Committee, consisting of Mr. DiCarlo, Ms. O'Connor and Ms. Sidran reported that the current officers were willing to serve another term:

Mona Adams Winston, Chair
Glenn Krieg, Vice-Chair
Alice O'Connor, Secretary

There were no other nominations from the floor; the election will be held at the April Board meeting.
3. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

Operating revenue for the month of February totaled \$192,000, -22% compared to the budget (\$245,000). Operating expenses were \$461,000, -10% compared to budget (\$514,000). Revenue over expenses was \$53,000, year-to-date. Ms. Kovich extended kudos to the staff on behalf of the Board for excellent expense control which is critical to the success of the organization. Room tax collections are strong; the potential exists for the year-end total to be \$1,000,000 more than the previous year, so hoteliers are hopeful for 2011.
4. [17074](#) Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

No trends for the year are apparent yet, but the staff remains optimistic regarding the booking pace:

Budgeted/Projected
Banquets: 220/ 214
Meetings: 185/ 205 – 208
Conventions: 31/ 31
Conferences: 31/ 31 (and possibly more)

Staff is still seeing spotty cancellations.
5. [21182](#) Director's Report - Gregg McManners, Director

- Board Report: There were no questions on the Board Report.
- 2010 Year End Report: The 2010 Year-End Report was well received by members of the Common Council.

6. [18300](#)

Announcements from the Chair - Mona Adams Winston, Chair

Board members were reminded to email any suggested changes to the Ten-year Vision to staff.

Due to schedule conflicts for the next Board meeting date, April 21, the Board agreed to a new date of April 28. A reminder email will be sent.

Due to space constraints in the building, the June 16 Board meeting may be held in the Exhibition Hall. Other options would be to have the meeting on the rooftop, weather permitting, or on a different date. A decision will be made closer to the June meeting.

ADJOURNMENT

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