



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, April 18, 2019

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 8 - Jane Richardson; Michael E. Verveer; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Chet Gerlach
- Excused:** 5 - M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke and Mark Clarke

APPROVAL OF MINUTES

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

PUBLIC COMMENT

The new facility maintenance manager was introduced, he is training with the soon to be retiring facility maintenance manager.

DISCLOSURES AND RECUSALS

There was a quorum of the Room Tax Commission. Tom Ziarnik has been appointed to the Monona Terrace Event Assistance Fund Committee.

NEW BUSINESS

- 55409** Election of Officers:
Alice O'Connor - Chair, Judy Karofsky - Vice Chair, and Jim Ring - Secretary
A motion was made by Gerlach, seconded by Krieg, to Approve the slate of officers. The motion passed by voice vote/other.
- 55414** Strategic Plan Dashboard Update: Connie Thompson, Associate Director Operations and Quality
The most recent Key Performance Indicators for Strategic Goals were discussed. Highlights include; 100% of employees receive annual scorecard reviews from managers, and the Net Promoter Score on our client survey is exceptionally high. There is opportunity for improvement in employee communication scores and public engagement through social media.
The innovation initiative is gathering steam. Since inception in May of 2017 hundreds of ideas have been captured, this includes incremental improvements, as well as big changes and even inventions. The bulk of the

ideas are related to improving processes and increasing customer delight.

In the fourth quarter of 2019 the Strategic Plan for the next 3 years will need to be developed, the board subcommittee for this process will be reassembled.

3. [55416](#)

Reports Required by the Monona Terrace Agreement:

- A. Monona Terrace Small Business and Employment Opportunities 2018 Report
- B. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2018 Annual Report

Attachments: [2018_SmallBusiness.pdf](#)
[2018_JointServices.pdf](#)

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

4. [55417](#)

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

Attachments: [bkpc_3-31-19.pdf](#)

	Budgeted	Projected
Banquets	192	163-165
Meetings	171	179
Conventions	31	32 + 1 tentative
Conferences	25	25

Event revenue projections are about 2% over budget at this time. Banquet booking pace remains soft. Of course, one conference or convention brings in as much revenue as 6 banquets. Considering the number of convention bookings is over budget, this should help make up for low banquet numbers.

5. [55418](#)

Finance Report: Jeff Boyd, Business Manager

The March finances were strong. There were 53 events of a budgeted 49. There were 3 conventions averaging \$82,000 per event vs. a budget of \$45,000 per event. The month ended with a revenue surplus of \$41,000. Year-to-date revenue is now a surplus of \$11,000.

6. [55419](#)

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. JDS Update
- I. 2019 Spring Elections

Attachments: [rpt_4-18-19.pdf](#)

The new mayor is well informed regarding the JDS project. She and her staff

have met with the JDS team to be briefed on the three RFPs that have come in for block 88. Monona Terrace staff will be meeting with the mayor at the end of April for introductions.

7. [55420](#)

Announcement from the Chair: Judy Karofsky, Vice Chair

A. Finance Committee meeting in May prior to the May 16 Board Meeting

Chet Gerlach is moving out of Madison, tonight is his last board meeting. The Vice Chair and board thanked him for his service.

ADJOURNMENT

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