



City of Madison

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

Meeting Minutes - Approved 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, April 15, 2021

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

- Present:** 9 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring
- Excused:** 3 - M. Alice O'Connor; Andrea R. Nilsen and Brent McHenry

APPROVAL OF MINUTES

A motion was made by Richardson, seconded by Ring, to Approve the Minutes. The motion passed unanimously.

PUBLIC COMMENT

1. [64964](#) 3 minutes per comment.

None

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Mike Verveer is a member of the Monona Terrace Booking Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors.

PRESENTATIONS

2. [64952](#) Destination Madison First Quarter Report: Ellie Westman-Chin, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

Attachments: [DM_1Q.pdf](#)

US Travel impact study on tourism shows that current Wisconsin travel spending lags (pre-pandemic) 2020 by 36%. The forecast for hotel demand recovery indicates a return to 2019 levels by 2023. The average daily rate and revenue per available room will return to 2019 levels more slowly. Traveler sentiment looks optimistic with 88% of American travelers reporting travel plans in the next six months and about a quarter of Americans will take a trip

in the next 3 -5 months. Approximately, 58% of Americans are feeling safe traveling outside of their own community.

Key DM activities include work on the destination's recovery strategy plan, the JLL Optimization study, and focused efforts for new business development. The most recent survey of meeting planners, released in March, shows booking activity has nearly doubled. 10% of planners are primarily focused on booking new events. 60% expect to be back to meeting in-person by the second half of this year. And more that 50% are planning or intend to plan for hybrid meetings now, though hybrid meetings may not be a trend to hit this market. In the past 3 months, DM has gotten 4 quality leads, which may not sound like good news but it is when compared to 2020 when it took 9 months to get 4 leads. These leads are for good sized events and a positive trend in event sales. Contract revenue for Monona Terrace has a long way to go before returning to pre-COVID levels. This year there are 21 canceled events, 9 of those were for Monona Terrace. There are 4 events discussing cancellation, 3 of which are Monona Terrace's. In regards to upcoming Crossfit and Ironman competitions, Destination Madison is working very hard to keep these events on the books for 2021.

Marketing developed a promotional event called Madison Minication. 19 hotel properties participated, they offered 25 different Minication packages. Marketing is also working with local Madison social media influencers to produce some brand ambassadors. Website traffic for visitmadison.com has increased 49% over the last quarter of 2020. DM will not be printing a visitors' guide this year opting to go digital, they can always pivot on this should they realize a need.

The DM team will start returning to the office May 3. As other businesses begin to reopen it's important to understand that the industry's recovery will require the destination to have safety protocols in place. People are voicing that they want to travel to safe destinations. Additionally, finding solutions to develop the local workforce is crucial. Lack of staffing is turning out to be a major problem in the industry.

NEW BUSINESS

3. [64955](#) Slate of Officers presented for vote: Jane Richardson, Nominating Committee Chair

A motion was made by J. Richardson, seconded by Peters, to to table the vote for a slate of officers. The motion passed unanimously.
4. [64957](#) Third Amendment to Agreement for Contract Catering and Retail Sales at the MTCCC: Connie Thompson, Director

Attachments: [MononaCateringAmendment iii 4-1-21.pdf](#)

A motion was made by Richardson, seconded by Peters, to Approve the contract. The motion passed unanimously.
5. [64959](#) Reports Required by the Monona Terrace Agreement:
 - A. Monona Terrace Small Business and Employment Opportunities 2020

Report

- B. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2020 Annual Report

Attachments: [Joint Services Annual Report 2020.pdf](#)
[Small Business 2020.pdf](#)

A motion was made by Krieg, seconded by Richardson, to Approve the reports. The motion passed unanimously.

REPORTS

6. [64960](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_3-31-21.pdf](#)

COVID related cancellations have amounted to 525 events. This is 19 more events than reported last month. Of the 19 events, 5 are banquets, 3 are conventions, 1 is an entertainment event, 1 is a meeting and 9 are community events, this includes the rooftop concert series. Community events is working on a scaled back music experience. They will be partnering with Lake Vista Café to design this event. In other news, 94 events have been rebooked for future years rather than cancelled. This represents approximately \$1.4M in salvaged revenue. Since COVID hit there have been 207 new bookings. This number is up 32 from last month.

2021 Booking Pace

Banquets	101 (-5 from last month)
Meeting	94 (no change from last month)
Conferences	10 (+2 from last month)
Conventions	12 (-2 from last month)

Comparing booking numbers to previous years, surprisingly, events for 2022 are pacing like they would any normal year.

7. [64961](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [March finance.pdf](#)

Staff has significantly reduced spending this year. Payroll, services and supplies costs are down \$129,000 from the budget for March. Year-to-date, spending has been cut by \$244,000.

2020 had 171 event refunds issued, amounting to \$467,000. 2021 has only 11 that total approximately \$21,000.

8. [64962](#) 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_04-15-21.pdf](#)

Redeployed staff will be recalled to Monona Terrace this year. There are 3 returning in May, 3 in June and 3 in July. They are excited to come back. Staff has started reaching out to hourly employees, connecting with these part time team members to determine who is willing to return as we get busier. There are 5 GSAs who are interested in returning. In fact, 2 will be scheduled starting in May, as needed. The number of hourly Operations staff interested in returning when we get busy, looks to be pretty sparse.

Due to an update to discrimination and harassment APMs, the City is training managers and other lead staff to be mandatory reporters. As well as educate them on what harassment and discrimination looks like.

Staff was able to secure a contract for two sculptures for the rooftop and to retain the Olin Terrace sculpture.

The staff Racial Equity and Social Justice Initiative team will be reviewing and updating all of the agency's position descriptions. They will be using an equity tool to examine these positions and their requirements to ensure there are no inequitable barriers for entry.

There was clarification from the city regarding the board's ability to meet in-person. The common council has not authorized in-person meetings. The Mayor's office and council will notify us when in-person meetings are possible.

Monona Terrace's 25th anniversary is next July. We've held event space (Rooftop/Exhibition Hall) have been held for July 22, 23 and 24. It would be appropriate for the board's operations/marketing subcommittee to assist in planning for this, current members are: Jane Richardson, Judy Karofsky, Alice O'Connor, Andrea Nilsen and DM CEO, Ellie Westman-Chin.

The rooftop fountain will be turned in a matter of days. Lake Vista Café plans to open May 18.

ADJOURNMENT

A motion was made by Krieg, seconded by Verveer, to Adjourn. The motion passed unanimously.