



**City of Madison**  
**Meeting Minutes - Amended**  
**MONONA TERRACE CONVENTION**  
**AND COMMUNITY CENTER BOARD**

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

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Thursday, May 19, 2005

4:30 pm

1 JOHN NOLEN DRIVE (Hall of Fame Room)

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## CALL TO ORDER

*Chair Hanson called the meeting to order at 4:30pm.*

## ROLL CALL

**Present:** Darrell L. Bazzell, Jeffrey B. Bartell, Mona J. Winston, Henry S. Lufler, Jr., Doris Hanson, Judy Sidran, Sheridan A. Glen and Wayne Bigelow

**Excused:** Warren E. Onken, Ann E. Kovich, Scott McDonell, William J. DiCarlo and Terence F. Kelly

## PUBLIC COMMENT (3 minutes per person)

*There were no citizens present who wished to address the Board.*

## APPROVAL OF MINUTES OF APRIL 21, 2005

A motion was made by Sidran, seconded by Lufler, Jr., to Approve the Minutes.  
The motion passed by acclamation.

## NEW BUSINESS ITEMS

GMCVB First Quarter Report - Deb Archer, President, Greater Madison Chamber of Commerce

*Highlights of Ms. Archer's presentation included:*

- Room night sales for the first quarter were very strong as was the economic impact generated by the attendees.
- First quarter room tax totals were not available as there are two properties that have not reported their figures.
- The GMCVB has created a Sports Development Program and is working to collaboratively grow this market segment which would increase tourism by attracting additional sports events to the Madison area. Examples of the types of events include youth/adult hockey and soccer tournaments, interstate high school exhibition tournaments, ice fishing tournament, etc. Further development of this market segment would require sponsorships, use of available grants, enhancement of the GMCVB web site, marketing and sales tools, equipment and supplies, etc.
- Ms. Archer distributed copies of the GMCVB annual report for 2004.
- The GMCVB has formed a separate 501(c)(3) corporation called The Spirit of Greater Madison, Inc. to accept charitable contributions that will provide support for programs and activities that will advance the community's quality of life.

*Ms. Archer also commented that either she or Jennifer Alexander, President, Greater Madison Chamber of Commerce, would be pleased to attend a future Board meeting to do a presentation about the recently formed Collaboration Council. This group's stated*

*purpose is to grow Dane County's economy in ways that advance the quality of life.*

**01219**

Authorizing a three-year electric service agreement between the City and Madison Gas and Electric Company for the purchase of electricity at Monona Terrace, and establishing the ability for the electric service to be interrupted in exchange for a discounted rate.

**Sponsors:** Mayor Cieslewicz

*(Legistar format explanation: the number "01219" is the number assigned to the resolution being considered by the Council. "Return to Lead" refers to the City agency that is assigned as the primary contact for that particular resolution, in this case, the Board of Estimates.)*

**A motion was made by Lufler, Jr., seconded by Bartell, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.**

Finance Report - Chris Duermer, Director of Finance

*Revenue totals in April were \$372,000 which is 31% ahead of budget for the month, year-to-date revenues are 6% ahead of budget. Expenses year-to-date are down 8%. The month of May is forecasted to be a soft month for revenues, but June looks better.*

*Capital Budget Update: The Finance Committee will meet on May 26, 2005 to review the capital budget and make a recommendation to the full Board for the June meeting.*

Director's Report - Jim Hess, Director

*Board Report: Mr. Hess clarified that the Monona Terrace Event Assistance Fund Executive Advisory Committee was formerly called the Shuttle Fund before the Hilton Madison Monona Terrace hotel was built. Committee members are appointed by the Mayor, and grants funds that can be used for purposes other than shuttling attendees such as underwriting rent, security costs, social functions, etc. The funds are only used for events requiring multiple hotels and would not otherwise come to Monona Terrace.*

*Parking Update: A Monona Terrace Parking Situation Analysis was shared with the Board. A list of possible solutions to the overcrowding will be discussed by the members of the Executive Committee who will also write a letter to the Mayor regarding parking concerns and potential solutions. In July the State will remove 180 reserved parking signs to make the ramp less confusing. Downtown parking congestion continues to increase, and will be even more challenging when 310 daily parkers are evicted from their spots in the Block 89 ramp upon completion of the building project.*

*Quarterly Meeting with the Mayor: Topics presented by Mr. Hess included:*

- 1. Present and future parking concerns.*
- 2. Economic Impact Study: The final draft will be completed and reviewed by the Marketing Committee as available, tentatively in August. The final report is projected to be released in September as part of a public relations campaign to illustrate the contributions of Monona Terrace to the community. Staff members will develop plans for the campaign and present them to the Board for approval.*
- 3. Affirmative action update.*
- 4. Epic Systems: Epic will hold the annual users meeting at Monona Terrace through 2006 and possibly 2007 if their corporate convention facility is not completed by that time.*
- 5. Monona Terrace is working cooperatively with AOL on a wireless enterprise zone for the City of Madison. Monona Terrace already offers free wireless access (up to 28K) on*

*a redundant, secure system.*

*6. LEED-EB (Leadership in Energy and Environmental Design-Existing Building) "green" certification for Monona Terrace: LEED certification would attract new business to Monona Terrace and could be used as an effective marketing tool. Associated costs are estimated at \$40,000 and will be discussed by the Finance Committee. Grants are available for this certification, and corporate partners such as MG&E may participate as well.*

*Personnel Issues: A supervisory staff member was terminated after his participation in the taping incident at the Hilton Hotel using Monona Terrace Command Center equipment. Monona Terrace management worked with the City Attorney's office, Labor Relations and the Mayor's office to assure proper handling of this matter.*

*The termination was appealed, and the arbitrator concluded there was just cause for discipline, but determined that a summary discharge was too excessive. The employee was reinstated into a non-supervisory position with a thirty-day suspension, and was awarded back pay at the lower rate (excluding the thirty-day suspension), and reinstatement of vacation and sick leave were awarded. He is currently assigned to third shift duties and may appeal to change to the second shift.*

*A strong message was sent that this type of behavior will not be tolerated, and Board members complimented the managers for their professionalism.*

## **ADJOURNMENT**

**A motion was made by Lufler, Jr., seconded by Sidran, to Adjourn. The motion passed by acclamation.**