



# 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?*

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Thursday, April 18, 2024

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 8 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Judith F. Karofsky; James Ring; Steven M. Peters and Angela Bozo  
**Excused:** 4 - David A. Aguayo; Andrea R. Nilsen; Glenn R. Krieg and Eric A. Rottier

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [82953](#) 3 mins. per person  
None.

### DISCLOSURES AND RECUSALS

Mike Verveer is a member of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee.

### PRESENTATIONS

2. [82957](#) Monona Terrace New Staff Introductions: Bill Zeinemann, Associate Director Marketing and Event Services  
New staff members Karen Cator and Mandy Scamardo were introduced to the board. Karen is the new Booking Coordinator and Mandy is a new Sales Manager.
3. [82959](#) Tourism Economics Presentation: Greg Pepitone, Associate Director, Tourism Economics

**Attachments:** [rpt\\_TourismEconomics\\_04-18-24.pdf](#)

4. [82961](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

**Attachments:** [rpt\\_DestinationMadison\\_04-18-24.pdf](#)

### NEW BUSINESS

5. [82964](#) Nominating Committee Presents Slate of Officers for Vote: Jane Richardson, Subcommittee Chair

**A motion was made by J. Richardson, seconded by Peters, to Approve the slate of officers presented by the Nominating Committee. The motion passed by voice vote/other.**

**The slate of officers voted in are as follows: Judy Karofsky, Chair, Jim Ring, Vice Chair, and Andrea Nilsen, Secretary.**

6. [82966](#) Reports Required by the Monona Terrace Agreement:  
A. Monona Terrace Small Business and Employment Opportunities 2023 Report  
B. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2023 Annual Report

**Attachments:** [rpt\\_Small Business\\_2023R.pdf](#)  
[rpt\\_Joint Services\\_2023.pdf](#)

**A motion was made by Richardson, seconded by Bozo, to Approve the reports required by the Monona Terrace agreement . The motion passed by voice vote/other.**

### REPORTS

7. [82969](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

**Attachments:** [bkpc\\_03-31-24.pdf](#)

**No discussion (see attached report).**

8. [82970](#) Finance Report: Jeff Boyd, Business Manager

**Attachments:** [fin\\_03-31-24.pdf](#)

**No discussion (see attached report).**

9. [82971](#) 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\\_04-18-24.pdf](#)

**No discussion (see attached report).**

10. [82968](#) Presentation to Retiring Board Member, Jane Richardson: Judy Karofsky, Chair
- This is the last meeting Jane Richardson will attend as a board member, her term expires May 1, 2024. Jane has a long history with Monona Terrace going back to Paul Soglin's second administration, when the city was deciding whether to build the convention center. One of Jane's contributions to the center was to suggest that the city include "community" in the name. Hence the moniker Monona Terrace Community and Convention Center and this underscored the mandate of the building to be a community gathering place. She was appointed to the board during Paul Soglin's third administration on May 1, 2012 and contributed greatly by serving on four committees: the Operations/Marketing Committee, Strategic Planning Committee, Judge Doyle Square Ad Hoc Committee and the Nominating Committee (for which she chaired 3 yrs). The board appreciates her 12 years of service.**
11. [82974](#) Announcement from the Chair: Judy Karofsky, Chair
- A. Finance Committee will need to meet before the May 16 Board Meeting
  - B. Both meetings will be held off premise at Destination Madison's offices.
- The chair shared the reminders listed.**

#### **ADJOURNMENT**

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