



City of Madison

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

Thursday, November 18, 2010

4:00 PM

One John Nolen Drive
Ballroom B

Present: 10 -

Sheridan A. Glen; M. Alice O'Connor; Mona Adams Winston; Henry S. Lufler, Jr.; Ann E. Kovich; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik and Thomas P. Solheim

Excused: 3 -

Jeffrey B. Bartell; Dianne Hesselbein and Judy Sidran

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

A motion was made by Glen, seconded by Kovich, 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

NEW BUSINESS

1. [20405](#) Selection of new Monona Terrace Executive Director - Mayor Dave Cieslewicz

Mayor Cieslewicz arrived and stated that his preference was for the Board to go into closed session for the discussion. Therefore, a motion was made by Kovich that pursuant to Sec. 19.85(1) Wisconsin Statutes, Exemptions to Open Meeting Law of Governmental Bodies, the Board go into closed session for this item for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the Board has jurisdiction or exercise responsibility. The Board will reconvene into open session after the closed session. The motion was seconded by Glenn and passed unanimously by voice vote/other. Staff left the room.

Staff returned to the meeting room following the Board's discussion with the Mayor; a motion was made by Kovich to reconvene in open session, seconded by DiCarlo; the motion passed unanimously by voice vote/other.

Discussion was held regarding a more timely December Board meeting date to approve the contract for the new Monona Terrace Executive Director; the originally scheduled Board meeting date is December 16th, the new date is December 9 at 4pm.

REPORTS

2. [12458](#)

GMCVB 3rd Quarter Report - Kristi Thering-Tuschen, Director of Sales, GMCVB and Deb Archer, President, GMCVB

Ms. Archer thanked Mr. Hess for his ten years of excellent leadership at Monona Terrace, and for the mutually beneficial partnership that exists between the two entities. He was honored at the December GMCVB Board meeting.

She also commented that the GMCVB had sent a letter to Governor-Elect Walker expressing the support of their members for the high speed rail initiative. Mr. Glen requested that staff send a copy of the letter to the Board members.

The third quarter report covered January – September 2010; highlights included:

The 2010 goal for contract revenue is \$625,000; to date conventions and conferences revenues total \$393,134, all contracted events total \$428,415 year-to-date.

Examples of definite contracts for Monona Terrace include World Triathlon Corporation, Wisconsin Music Educators Association, State of Wisconsin Workforce Development, National Association of State EMS Officials, Madison Festivals, etc.

GMCVB generated 80 leads for future Monona Terrace business.

2010 goal regarding direct spending for all GMCVB events is \$28,000,000.

Hotel room nights related to events at Monona Terrace total 62,121.

Value of Monona Terrace PR totals \$143,132 year-to-date.

3. [16208](#)

Finance Committee Report - Henry Lufler, Chair, Finance Committee

The Finance Committee met prior to the Board meeting to review projected 2010 year-end numbers, as well as the 2011 budget and booking pace. The Committee gave kudos to Monona Terrace staff for their excellent efforts to control expenses. Members were pleased with budget for 2011, and agreed that the budget is achievable.

A proposed resolution regarding an elevator contract may be discussed and approved at the December 9 Board meeting if it is available in draft form by that date; the contract would result in significant cost savings.

4. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance
- Total operating revenues or the month of October were +31% when compared to budget, year to date totals -5% compared to budget. Total monthly budget expenditures for October were -4%; year-to-date expenses are -8% compared to budget. Revenue over expenditures totals \$148,000 for the month; year to date totals \$263,000. Year-end revenue is estimated to be approximately \$75,000. Some year-end expenses for supplies are expected.
5. [17074](#) 2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events
- Monthly totals are very similar to last month's report; 2010 is relatively flat year for event revenue. Staff continues to be encouraged about 2011 and confident that revenue goals will be met.
6. [11917](#) Director's Report - Jim Hess, Director
- Board Report
 - High Speed Rail Update
 - 2011 Budget Update
- Board Report - There were no questions or comments on the Board report.
- High Speed Rail Update: The high speed rail situation is difficult and unsettled at this time since Governor-Elect Walker has announced he intends to stop the high speed rail project. Concern has been expressed by various groups over potential loss of jobs and future business opportunities for the citizens of Wisconsin and the surrounding states.
- The 2011 Monona Terrace budget has been approved, with no added amendments.
- Mr. Hess expressed his great appreciation to the Board for the wonderful working relationship during his tenure as Executive Director of Monona Terrace!
7. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair
- Cancellation of December 16 meeting
 - Retirement Party for Jim Hess, Executive Director
- The December 16 Board meeting has been cancelled; a brief Board meeting will be held at 4pm on December 9.
- Retirement Party for Jim Hess: Board members were reminded about the retirement party for Mr. Hess, scheduled for Thursday, December 9, 4:30pm – 6:30pm, in the Community Terrace. It is hoped that a majority of the Board members will attend to thank Mr. Hess for his ten years of leadership at Monona Terrace, and wish him well in his retirement!

ADJOURNMENT

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