



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, November 17, 2011

4:30 PM

One John Nolen Drive  
Community Terrace

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### CALL TO ORDER / ROLL CALL

**Present:** 8 -

James Ring; Sheridan A. Glen; Michael E. Verveer; M. Alice O'Connor;  
Mona Adams Winston; Ricardo A. Gonzalez; Ann E. Kovich and Judith F.  
Karofsky

**Excused:** 6 -

Dianne Hesselbein; William DiCarlo; Glenn R. Krieg; Thomas J. Ziarnik;  
Chet Gerlach and Thomas P. Solheim

### APPROVAL OF MINUTES

A motion was made by Kovich, seconded by O'Connor, to Approve the October 20, 2011 Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

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

### DISCLOSURES AND RECUSALS

A Board member recommended that when Board members attend public meetings it is important to make it clear whether they are participating as a representative of the Board or as a private citizen so it is not implied by omission that your comments are representative of the opinion of the Board. Staff will request clarification on the definitions of Disclosures and Recusals from the City Attorney, and share the information with the Board members.

### NEW BUSINESS

1. [12458](#) GMCVB Third Quarter Report: Deb Archer, President, Greater Madison Convention and Visitors Bureau  
  
Year-to-date the Monona Terrace contract revenue is approximately 57% of the GMCVB 2011 goal of \$670,000.  
  
The GMCVB and MASC Lead production is similar to last year at this time, with Monona Terrace leads numbering 77.  
  
The 2011 year-to-date GMCVB and MASC confirmed number of events is higher than last year at 71, however the direct spending for these events is lower than last year. This can be attributed to the decrease in the size and spending per

meeting over last year.

During the marketing portion of the presentation it was pointed out that the 2011 year-to-date Monona Terrace PR value is \$128,499 (the 2011 goal is \$200,000).

The occupancy rate and average daily room rates for downtown hotels in Madison are higher than the market rates; the revenue per available room is higher also.

The event sales pace is encouraging regarding future new business in Madison and at Monona Terrace. Mr. McManners stressed the importance of the Monona Terrace partnership with the GMCVB, because up to 80% of the Monona Terrace economic impact is generated by the GMCVB (\$40 - \$50 million per year).

2. [24395](#)

"Gift of John M. Olin" Panel: Gregg McManners, Director

Stu Levitan, on behalf of the Landmarks Commission, addressed the Board regarding a donation. He stated that the original engraved limestone panel that was used to commemorate John M. Olin was discovered at Olbrich Gardens recently. The panel is owned by the Planning Department, and the Landmarks Commission has voted to ask the Planning Department to offer it to Monona Terrace. Mr. Levitan asked the Board accept it on behalf of Monona Terrace. The Commission suggests that the panel be placed adjacent to the current plaque on the Olin Terrace walkway; the Parks Department is willing to transport the panel to the site. The Board Chair thanked Mr. Levitan for the presentation, and turned the request over to Monona Terrace staff to research and make a recommendation to the Board.

## REPORTS

3. [24397](#)

Finance Committee Report: Ann Kovich

The end of year revenue projections are 1-3% below budget. However expenses are also below budget, so there is a year-to-date surplus of \$67,000. Monona Terrace staff has a goal of a \$40,000 - \$50,000 surplus at year-end to contribute to the reserve fund. Early indications are that 2012 revenues will be flat; the preliminary forecast for 2013 appears better.

The Mayor and Common Council made it very apparent that they recognize the economic importance of Monona Terrace when it was approved during budget discussions to provide Monona Terrace one- third of any remaining TOT funds at the end of the calendar year beginning in 2012.

In regards to 2012, based on the current trend, it appears that business in the pipeline will not support the Operating Revenue budgeted during this period. Staff will again carefully evaluate all options from an expense savings in order to meet the approved budget. McManners did say that both the Operating and Capital Budget had been approved by the City Council.

4. [23382](#)

Strategic Planning Committee Report: Ann Kovich, Chair

The Committee feels that the meetings between staff and Board members have yielded some excellent results. When the Committee approached this project, the goal was not to revise the existing mission / vision statements and strategic plan, but to step back and start anew. The Committee would like the Board to look at the results with fresh eyes and not compare the results to past documents; the next meeting will be held on December 9, from 8am – 9:30am in the Community Terrace. Overall the Committee feels this is a product that the staff and board can put to good use.

5. [24060](#) Finance Report: Kathi Hurtgen, Director of Finance

October had 69 events vs 59 were budgeted for the month. Despite the increase in number of events, actual revenues were down from budgeted revenues by 3%. Expenditures were 8% over budget which resulted in a net operating loss of \$58,000. The discrepancy in expenditures is because some of the expenses that in past years have come due later in the year were not budgeted for this early in 2011. As a result, this means that we are now ahead of some of budgeted expenses. Year-to-date we are still well within budget with a surplus of \$67,000.

6. [17074](#) Booking Pace Update: Bill Zeinemann, Director of Marketing and Events

	Actual	vs.	Budgeted
Conferences:	35		32
Conventions:	32		30
Meetings:	210		215
Banquets:	190		220

Since the primary purpose of Monona Terrace is to bring new business to the community, conferences and conventions have always been the main target market. However, local competition for banquet business has increased and we have found that this market has decreased at Monona Terrace. The staff did some research into what may be the causes of this decline. After checking with groups who had booked here in years past but did not rebook this year, the following reasons were revealed:

- 11 groups did not rebook due to budget cuts
- 2 groups held their events in a new city
- 8 groups could not find available dates at Monona Terrace
- 2 events no longer exist
- 26 were one-time events
- 1 group did not rebook due to issues with parking
- 27 are groups that sales is working with but who have not booked yet
- 7 groups moved to UW facilities because they are UW-affiliated, and they receive a substantial discount. The UW has encouraged all its agencies to book with UW facilities.

Fortunately there are many groups who are indeed interested in bringing their banquet events to Monona Terrace, and the sales team is busy working on getting them booked.

7. [22041](#) Director's Report: Gregg McManners, Director

Board Report – no questions or comments.

Update on Block 105/88 – There have been two public hearings on block 105, and the Marcus Corporation will be submitting two proposals, one including the Madison Municipal Building and the other not using the building.

Following the recent brief encampment of the “Occupy Madison” group on Olin Terrace, the Board should be prepared for discussion about the Monona Terrace protest policy and related City of Madison ordinances. Staff has been working with city agencies to strengthen the wording of both, and will bring recommendations to the Board for discussion.

8. [18300](#)

Announcements from the Chair: Mona Adams Winston, Chair

The annual Client Appreciation Party is on Wednesday, December 7, 2011 from 5pm-7pm in the Community Terrace. Board members were asked to wear their name badges; new Board members will receive their name badges shortly.

The entire Board is invited to the Strategic Plan Review on Friday, December 9, 2011 at 8am in the Community Terrace.

The December 15, 2011 Board meeting is cancelled.

#### ADJOURNMENT

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