



City of Madison

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

Thursday, March 19, 2015

4:00 PM

One John Nolen Drive
Meeting Rooms OP

CALL TO ORDER / ROLL CALL

- Present:** 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Shelia Stubbs; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim
- Excused:** 3 - Ricardo A. Gonzalez; Susan Sabatke and Thomas J. Ziarnik

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

- [37637](#) GMCVB Year-End and 2015 Goals and Objectives: Deb Archer, CDME President/CEO and Diane Morgenthaler, Vice President of Marketing & Strategic Planning

In 2014 the GMCVB and MASC booked a total of 162 future conventions and events for Monona Terrace with contract revenue totaling \$622,861. This was 88.9% of the 2014 goal. They secured approximately 88% of their goal for total room nights and produced 106 leads for Monona Terrace.

The 2014 'direct spending for all confirmed events' had a goal of \$34M, however; it was exceeded with a direct spend calculated at \$54M. They also surpassed their goal for 'PR Earned Media Value,' achieving 142%.

GMCVB activities for 2014 include hosting a Meeting Planner Familiarization Tour from which they procured 2 contracts with the meeting planners hosted. Additionally, they worked on a three city alliance with Providence, Rhode Island; and Spokane, Washington.

Marketing activities include the production of a new mobile app and promotion

of a relatively new event called Madison Hotel Week.

Madison hotel occupancy for 2014 on average trended higher than 2013 and 2012, while its average daily rate was significantly higher throughout the year.

The TOT fund was up to \$12M this year; this fund has been rising steadily every year since the recession in 2009.

Looking forward, the GMCVB says that the industry's 'room nights' booking report shows 2015 looks strong with 2017 and 2019 right on pace. 2016 and 2018 look a little shy; however, it's not by enough to be concerning. Furthermore, they look forward to growing the Sports Commission, to increasing the reach and responsiveness of their website and to expanding their leisure marketing programs.

2. [37638](#) Presentation of Slate of Officers for Election at the April 16, 2015 Board Meeting: Tom Solheim, Chair, Nominating Committee

The Nominating committee has conferred and after consulting with each of the current board officers it has been confirmed that all are willing to serve another term. The Slate of Officers will be: Glenn Krieg as Board Chair, Alice O'Connor as Vice Chair, and Judy Karofsky as Secretary. This will be voted on by the board at next month's meeting.

3. [37639](#) Judge Doyle Square Ad Hoc Committee Report: Judy Karofsky, Chair

Chet Gerlach gave the report on behalf of Judy Karofsky.

Monona Terrace staff informed the committee that Wood Communication is assisting us in building the Annual Report for 2014. They will be helping to tell the story of Monona Terrace, its performance and its potential. The committee then finished discussing the Q & A list. Based on these discussions, staff will draft a Q & A document for the Board to review, edit and make suggestions. This draft will then be presented to the committee at the next meeting.

4. [37640](#) External Scan: Gregg McManners, Director
A. Garver Feed Mill Proposals

A committee considering proposals for renovation of the Garver Feed Mill voted down a proposal to turn the building into a convention center. Had the proposal gone through; it would have resulted in a city supported center in direct competition with Monona Terrace. Fortunately, the committee narrowed their options down to two proposals, a "food incubator" with micro lodges and the other, a senior living facility.

5. [37641](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Due to glitches in the new financial software from the city, the finance report is limited to revenue and payroll expenses. January revenue was \$287,962 over budgeted revenue of \$215,575 and payroll expense was \$212,187 over budgeted expense of \$211,272. February revenue was \$232,133 under budgeted revenue of \$302,775 and payroll expense was \$341,205 under budgeted expense of \$349,224. Year to date, revenue is ahead by \$1,745 and payroll expenses are under by \$7,104.

6. [37643](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

The booking pace shows that banquets are out ahead at 215 versus a budget of 212. Meetings on the other hand are behind by about 20. Since meetings are generally booked on a short-term basis, and this is only the beginning of the year, this gap will likely close rapidly. Conferences and conventions are right on track with 62 of a budgeted 63.

7. [37644](#) Directors Report: Gregg McManners, Director
A. Board Report

There are several fulltime positions that have opened up and will be posted in the near future.

8. [37645](#) Announcements from the Chair: Glenn Krieg, Chair

None.

ADJOURNMENT

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