



City of Madison

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

Thursday, February 18, 2010

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 -

Sheridan A. Glen; Warren E. Onken; Mona Adams Winston; Henry S. Lufler, Jr.; Ann E. Kovich; Anne Katz; Glenn R. Krieg; Thomas J. Ziarnik; M. Alice O'Connor and Wayne Bigelow

Excused: 4 -

Jeffrey B. Bartell; Mark M. Opitz; William DiCarlo and Judy Sidran

APPROVAL OF MINUTES

Sheridan Glen made a motion to Approve the Minutes, seconded by Henry Lufler. The motion was passed by voice vote/other.

PUBLIC COMMENT

- [17332](#) Inquiry about Military Recruiters at Monona Terrace / Review of Existing Policy - Jim Hess, Director

Two guests attended the meeting to present statements regarding Item I on the agenda, inquiry about Military Recruiting at Monona Terrace / Review of Existing Policy: Ms. Barbara Smith representing a group called Truth and Alternatives to Militarism in Education, and Craig Fabian, representing Veterans for Peace.

Ms. Smith commented that she has heard that military recruiters are present at Monona Terrace occasionally, and her group wants opportunities to present alternative positions when that occurs; her group has prepared a folder of information that is available for people to consider. She requested that the Monona Terrace Board adopt a policy to include her group and others with similar opinions when military recruiting takes place at Monona Terrace.

Mr. Fabian echoed her statements and added that his group has educational and humanitarian interests, and offer scholarships. Their mission is to abolish war.

Chair Kovich noted that the City Attorney's Office has been contacted to provide guidance regarding their request, and referred the matter to the Board's Executive Committee for discussion.

NEW BUSINESS

2. [16208](#) Finance Committee Report - Henry Lufler, Chair, Finance Committee

Year-to-date budget variances:

	# of events	Revenue
Banquets	-17%	-28%
Meetings	-13%	-22%
Conventions	0%	-14%
Conferences	0%	-10%
Consumer Shows	30%	124%
Entertainment	-10%	-2%
Community Events	13%	-1%
Community Meetings	21%	185%
Total Event Revenue	-9%	-17%

Total Event Revenue \$3,884,319 (-16% compared to budget)

The entire staff worked together very effectively to control expenses and become even more efficient. The Committee gave kudos to the staff for a great job in a very difficult financial climate in the especially hard hit convention center industry. The fact that the deficit was limited to -\$61,000 is a remarkable achievement.

Recap of 2009 expenses:

Expenses for the year were cut by \$656,591 when compared to the 2009 budget; supplies and services were similar to expenses in 2005:

- Payroll expenses declined 7% or \$325,000 though the use of an attrition plan, a hiring freeze, and a strict overtime policy, this had a positive impact on the financial statement but did not affect customer service or facility standards.

- Utilities were +2.43% primarily due to steam costs, but all other utility costs came in under budget.

- Purchased services were reduced 12.2% including a reduction in the cost of maintenance contracts because staff has received sufficient training to maintain equipment in-house. Landscaping costs, janitorial services and general equipment repair were all reduced.

- Supplies were reduced by 22% or \$115,000. The majority of savings came from office supplies, printing, postage and general equipment building and electrical supplies.

- Some Capital asset expenses were deferred to 2011.

- Staff is also looking for ways to become more flexible and will examine any open positions and how to fill them, possibly by using internal candidates, combining roles and functions, or leaving the positions vacant.

3. [17333](#) 2011 Base Room Rental Fees / 2011 Guest Price List for Equipment and Services - Henry Lufler, Chair, Finance Committee

4. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

Ms. Hurtgen reviewed the month of December which included figures of -36% in revenues for the month, and -8% for expenses, which totaled -\$20,000 in event revenue for the month, and a year-end deficit of -\$61,000 (pre-audit)

Total operating revenues for January were \$290,000 which was +11% when compared to the budget; expenses were -7%, resulting in revenue over expenses of \$60,000.

5. [17074](#) 2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

Staff is cautiously optimistic for 2010; if all pieces of potential business are confirmed, there will be 26 conventions vs. 25 in 2009. There are a total of 36 conferences booked to date, versus 32 budgeted, and others could book space as the year progresses. Banquets and meetings typically book close to their desired date. Mr. Hess commented that the national Transplant Games will be held at Monona Terrace from July 30 – August 3, 2010, which have a major impact on the community and Monona Terrace.

6. [11917](#) Director's Report - Jim Hess, Director

There were no questions regarding the Board report.

During the recently held Quarterly meeting with the Mayor, topics discussed included:

- 2009 financials, the Mayor was very pleased with how well the staff was able to reduce expenses during a difficult financial climate.
- Year-end Guest Service results were excellent; budget cuts have not affected outstanding customer service.
- 2010 outlook includes careful monitoring of expenses; hopefully 2011 will see an increase in business, and every effort will be made to avoid layoffs.
- Citizen request for a policy regarding military recruiting (referred to the Executive Committee).
- Monona Terrace is interested in participating in a potential City/ County composting project as part of the LEED-EB goal of zero waste.
- Staff is working on funding for the summer concert series as sponsorships have declined; it's possible that Monona Terrace may receive a grant from the Madison Arts Commission.
- A Team Development Day was held from 8am – noon on Monday, February 1 during which finances were reviewed, an update was provided regarding the strategic plan, etc. Don Schutt, UW-Madison Director of Human Resources, facilitated the meeting pro bono, and led spirited competition during team building exercises!
- Review of a recent DMI presentation regarding the proposed Yahara train station. This will be a discussion item for the Monona Terrace Board Support Services Committee.
- The 2009 year-end report is nearly completed and will be released in the next few weeks.

Mr. Glen asked if the reserve funds are being invested, and Mr. Onken replied that, yes, those funds are included with City investments.

There are no plans at this time for a press release regarding the economic impact of Monona Terrace because staff is waiting for key figures to be updated by Baker Tilly, a full service accounting and advisory firm.

ADJOURNMENT

Mona Adams Winston made a motion to adjourn, seconded by Wayne Bigelow. The motion was approved by voice vote/other.