



# 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, March 17, 2016

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

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

**Excused:** 3 - Mark J. Richardson; Susan Sabatke and Thomas J. Ziarnik

### APPROVAL OF MINUTES

A motion was made by Gerlach, seconded by Karofsky, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

- [42098](#) GMCVB Year-end Report, 2016 Projections & Visioning Study Survey Results: Diane Morgenthaler, Executive Vice President and Rebecca Ramsey, Director of Sales  
  
2015 was an excellent year for both the GMCVB and the MASC. Contract revenue generated for Monona Terrace alone amounted to \$747,539, just over 100% of their goal.  
  
The occupancy rates in the Downtown Madison market remained above 70% the majority of the year, and the average daily rate increased. Even with new hotels opening their doors this year, the occupancy rates held; and the average daily rate continued to rise, absorbing the rooms into the market.  
  
2016 has started strong with around \$200,000 in pending contracts for the first quarter.  
  
The GMCVB is working with consultants to define a destination strategy for Madison along with a strategic plan for how to support the destination strategy. Surveys have been issued to stakeholders to determine how they regard

Madison's level of establishment as a destination and how they gauge the amount of community engagement here.

2. [42100](#)

Presentation of Slate of Officers for Election at the April 21, 2016 Board Meeting: Tom Solheim, Nominating Committee Chair

The nominating committee met and determined that the current board officers are interested in remaining in these positions. The slate of officers presented for vote in April is Glenn Krieg, Chair; Alice O'Connor, Vice Chair, and Judy Karofsky, Secretary.

A motion was made by Solheim, seconded by Clarke to approve the slate of officers. The motion passed by voice vote/other.

3. [42103](#)

JDS Project Update: Gregg McManners, Director

A special meeting was held with the competing developers for the JDS Project. 15 Alders were in attendance. The meeting was convened to allow for both developers to present their projects with new specifications as requested by the city and to then field questions on the matter. Beitler presented an underground parking option, while Vermillion presented an above-ground parking option. There were no surprises unveiled at this presentation. A report issued by the city negotiating team will be posted to Legistar on March 18. The report is intended to assist the BOE in examining the two plans and determine which best meets the city's requirements.

4. [42106](#)

Strategic Planning Steering Committee: Gregg McManners, Director

Monona Terrace is embarking on a new strategic plan. All board members are invited to join Monona Terrace staff along with other stakeholders to conduct a deep dive SWOT analysis. This meeting will run from 9am - noon.

The board's Strategic Planning Steering Subcommittee, made up of Alice O'Connor, Jane Richardson, Mark Richardson and Tom Ziarnik, will be meeting on a regular basis throughout this process.

5. [42110](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

	Budgeted	Projected
Banquets	216	240
Meetings	208	200
Conventions	35	35 ( plus 1 pending)
Conferences	27	28 (plus 1 pending, 3 tentative)

Despite the loss of the Whad'Ya Know? show due to its cancellation, another entertainment promoter has stepped in scheduling several musical events; and if successful, there may be more on the horizon.

Booking momentum continues strong and event revenues are projected to be \$5.2 million.

6. [42112](#)

Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Revenue in February was 52% over budget. Expenses were 16% over budget. The expense increase was due to back billing that put some of January's expenses into February. The month ended with revenue \$52,000 over expenditures. Year-to-date the total revenue is \$31,000 over expenditures.

7. [42114](#)

Directors Report: Gregg McManners, Director  
A. Board Report

The Mayor will be attending the next board meeting as a guest speaker.

The rooftop restroom renovation will be done April 1. This is much earlier than expected and the project will come in \$10,000 under budget.

8. [42116](#)

Announcements from the Chair: Glenn Krieg, Chair

None.

#### ADJOURNMENT

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