



City of Madison

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

Thursday, August 21, 2008

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 12 -

Mark M. Opitz; Judy Sidran; Ann E. Kovich; Jeffrey B. Bartell; Warren E. Onken; Mona Adams Winston; Henry S. Lufler, Jr.; William DiCarlo; Anne Katz; Glenn R. Krieg; M. Alice O'Connor and Wayne Bigelow

Excused: 2 -

Thomas J. Ziarnik and Sheridan A. Glen

APPROVAL OF MINUTES

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

PUBLIC COMMENT

George Weisner, Inn on the Park, spoke to the Board on behalf of the local chapter of the Wisconsin Innkeepers of which he is President. His remarks included the following highlights:

- There is active discussion in our community regarding the development for a facilities district.
- The Innkeepers hope to encourage a broad and inclusive discussion so that all interested parties will have a chance to contribute.
- Statutory guidelines at the State level are already in place and the necessary legislative changes do not require voter approval.
- Political leaders are reluctant to propose new taxes especially if they will be local in nature as opposed to room tax or car rental tax.
- Some part of the discussion needs to include investments in sales and marketing efforts to drive guests to the various venues.
- Two of the three major venues are in financial distress.

Mr. DiCarlo stated that he would be happy to speak with interested parties regarding this very fluid situation about the number of venues that would be in the district. Mr. Hess added that the Mayor has said Monona Terrace would not be part of future discussions about the district.

REPORTS

1. [11551](#) Finance Committee Report - Henry Lufler, Chair, Finance Committee

Mr. Lufler reported that all members of the Finance Committee were present at a meeting held on Monday, August 11 to discuss the 2009 operating budget. The Mayor asked City agencies to submit operating budgets not to exceed an adjusted base budget, plus a list of potential cuts equal to at least 5% of the adjusted base budget. Monona Terrace would address any reduction in our base subsidy by primarily increasing revenues rather than decreasing services/expenses. Mr. Lufler gave kudos to the staff for their excellent work in difficult financial times that is reflected in the increased revenues forecasted for 2009.

Mr. Hess added that Monona Terrace is making up the loss of the Epic business with other groups, and staff is confident about attaining the proposed revenue levels. The budget is based on this year's economy, but if for some reason revenue levels are not achieved, there are contingency funds available.

Mr. Lufler made a motion to accept the 2009 operating budget, seconded by Mr. Bigelow. The motion passed by voice vote/other.
2. [11552](#) Downtown Hotel Feasibility Study Committee - Jeff Bartell, Chair

Mr. Bartell summarized the history and current status of the feasibility study being conducted by Hunden Strategic Partners consultants. The draft copy of the report is expected in the first week of October, and the final copy one week later.
3. [11554](#) TOT Study Committee Update - Tom Ziarnik

Mr. Hess reported on behalf of Mr. Ziarnik who was unable to attend. The committee completed its report and two members met with the Mayor to review it. The two main points of the report were to recommend increasing the GMCVB's portion of the TOT from 20% to 35% to make them competitive with their peer set as soon as possible, and to limit City spending for the general fund to \$1,140,000 annually. The Mayor prefers to use the TOT funds with flexibility but is willing to revisit the discussion in 2010. The committee has not met again, and the report is still in draft form. Mr. Weisner, Inn on the Park, indicated that another meeting would be scheduled in the next 10 days, which the Mayor will attend.
4. [11555](#) Finance Report - Kathi Hurtgen, Finance Director

June was a good revenue month, with a total of 80 events versus 60 budgeted events. Revenues were +1% for the month, +4% year-to-date. Revenue over expenditures totaled \$41,000 for the month, and \$143,000 year-to-date.

Monona Terrace hosted 49 events in July, lower than budgeted 64 events. Revenues were lower than expected, however, revenue over expenditures is +\$56,000 year-to-date. Expenses are on budget year-to-date. Revenues over expenditures are forecasted to be approximately \$40,000 at year-end. August will be a stronger revenue month than initially forecasted.

5. [11556](#)

Director's Report - Jim Hess, Director
- Board Report
- Lake Vista Cafe Update
- Capital Budget

There were no questions regarding the Board report

- Lake Vista Cafe

The panels arrived on August 7, but the two end panels were not included in the shipment. Those panels were manufactured and delivered on August 20, and one has already been installed. The Cafe should be completed prior to winter's arrival, and marketing plans for a Grand Opening in 2009 are in progress.

- Expo District

Mayor Cieslewicz has indicated that Monona Terrace will not participate in future discussions about the formation of an expo district.

- Lake Park Design

Staff met with prominent local architect Kenton Peters who hopes to gain support regarding his Lake Park design that would span over John Nolen Drive, provide additional parking and terrace down to Lake Monona. The plan includes a boathouse designed by Frank Lloyd Wright that would provide easier access to the lake for citizens and visitors. Lake Park could also provide additional parking for Monona Terrace. Mr. Peters would be willing to make a presentation to the Monona Terrace Board at a future meeting.

- Hospice

Monona Terrace still has not heard from Hospice regarding the proposed \$3,200 credit plus 5% interest per year for five years that was offered to Hospice following the event they cancelled at Monona Terrace. No further Board action is required.

- Wisconsin Forward Award

Monona Terrace was recognized as a 2008 Wisconsin Forward Award winner at the Proficiency level. Three groups have been formed for strategic planning purposes. Monona Terrace will reapply in 2010 with the goal of winning the award at the Mastery level.

6. [11557](#)

Announcements from the Chair - Ann Kovich, Chair

Ms. Kovich had no announcements.

ADJOURNMENT

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