



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, October 15, 2009

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 11 -

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

Excused: 3 -

Sheridan A. Glen; Jeffrey B. Bartell and Anne Katz

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

NEW BUSINESS

1. [16223](#) Introduction of Caitlen Dugen, Intern - Fran Puleo, Manager of Community and Public Events

Ms. Puleo was unable to attend, so Mr. Zeinemann introduced Ms. Dugan, a volunteer intern in the Community Relations Department. Ms. Dugan told the Board she graduated from the UW with a degree in retailing. She is looking for a new career direction, is interested in event planning, and excited to be at Monona Terrace.
2. [16208](#) Finance Committee Report - Henry Lufler, Chair, Finance Committee

The Finance Committee examined the Monona Terrace finance reports for September, and discussed staff estimates of expenditures and income for the remaining months in 2009. No votes were taken, except that the Committee agreed to meet again prior to the November Board meeting when the financial picture for 2009 would be clearer.

3. [15599](#) Lake Vista Café Update - Patty Lemke, General Manager, Monona Catering

Lake Vista Café was closed on October 4 at the conclusion of its successful first season of operation. Monona Catering and Monona Terrace staff members were very pleased with the reception the Café received from the press and patrons. Revenue was generated as follows: 49% from 11am – 2pm, 30% from 5pm – 8pm, and the rest was spread out over the course of the day.

The week of the Ironman event is always a very busy time for both Monona Terrace and Monona Catering. Historically, portable food outlets have been set up, and averaged approximately \$11,000 in revenue for past years. This year, with the Lake Vista Café they generated \$15,600 during the week-long event, a 37% increase.

The season is May through September, depending on the weather. Hours may be adjusted to seven days per week, and a Saturday or Sunday brunch is being considered.

The Grandview Café will be repositioned as a “kiosk,” with appropriate menu changes to determine what works. Staff is trying to capture some of the successful Lake Vista business, and will keep the Board informed on their progress.

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

Revenue for the month of September was \$342,000 vs. the budgeted amount of \$404,000, which is -15% for the month and -13% for the year. Expenses were \$509,000 vs. \$586,000 budgeted, -13% for the month and -8% for the year. Revenue over expenditures was \$15,000 and was achieved by staff using excellent cost controls.

The months of November and December are expected to be slow, and projected year-end revenue totals will be carefully analyzed.

5. [14292](#) 2009 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

Seven wedding ceremonies/receptions have canceled to date in 2009, but 115 weddings remain on the books, which exceeds the 2008 total. The historic average for weddings is in the low 120's.

Total loss of revenue from space reductions and cancellations is approximately \$334,550 (\$35,850 of that is from 2010). The rest of the projected shortfall of revenue is from those events that are not booked at all, combined with lower expenditures by groups that do come to Monona Terrace.

The draft budget for 2010 indicates another challenging year with revenue numbers tracking lower when compared to 2009 year-end projections.

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

There were no questions regarding the Board report.

Monona Terrace will begin accepting donations at future community events, possibly before the end of 2009. A procedure has been developed for cash handling.

Preparations are in place in the event of an outbreak of H1N1 flu at Monona Terrace. Employees are being encouraged to stay home if they are ill so they don't infect other staff members, clients and guests. Backup plans are in place in case staff members who are in key positions become ill, or must stay at home to care for ill family members. Hand sanitizers are available throughout the building, restrooms and common areas are sanitized more frequently, and managers encouraged staff members to get their seasonal flu shots.

Monona Catering has once again donated dozens of cookies that will be sold to raise funds for the City/County Combined Campaign. The date of the sale is Friday, October 23, 8:30am – 4:30pm.

Other exciting news about the Combined Campaign - Monona Terrace and Monona Catering are presenting the first "Heavy Metal Chef" competition patterned after the popular TV show "Iron Chef." Seven Monona Catering chefs will compete for their favorite charity by making the winning entre in only one hour! Celebrity Judges include Mayor Dave Cieslewicz, Raphael Kadushin, Senior Food Editor for Isthmus, and NBC's Christine Bellport. The event will take place on Tuesday, October 27; doors open at 5pm, the competition begins at 5:30pm. The MC will be Rafe Montello, Madison area chef and author. Attendees will enjoy music by PianoFondue (dueling pianos), complimentary appetizers and soft drinks – a cash bar will be available also. Cake and coffee will be served to celebrate the winning chef, and ticket proceeds will be donated to the charity represented by the winning chef. Everyone who is staffing the event is donating their time and talents to make this event a success!

7. [14293](#) Announcements from the Chair - Ann Kovich, Chair
- Reappointment of Sheridan Glen to the Monona Terrace Board

Sheridan Glenn's reappointment to the Monona Terrace Board was not included on the October 6, 2009 Common Council agenda, but is listed on the 10/20/09 agenda. Ms. Kovich and Mr. Glenn will both attend the meeting and make themselves available for questions.

ADJOURNMENT

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