



City of Madison

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

Thursday, April 28, 2011

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 -

Sheridan A. Glen; Mona Adams Winston; Ann E. Kovich; Dianne Hesselbein; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg; Chet Gerlach and Thomas P. Solheim

Excused: 5 -

Jeffrey B. Bartell; M. Alice O'Connor; Henry S. Lufler, Jr.; Thomas J. Ziarnik and Judy Sidran

APPROVAL OF MINUTES

A motion was made by Hesselbein, seconded by Kovich, to Approve the Minutes. The motion passed by voice vote, other.

PUBLIC COMMENT

No public comment.

DISCLOSURES AND RECUSALS

No Disclosures.

NEW BUSINESS

1. [21567](#) Reports Required by the Monona Terrace Agreement - Gregg McManners, Director

The Small Business and Employment Opportunities and the Joint Services with the Alliant Energy Center of Dane County reports were presented to the board.

McManners supplemented the reports saying Monona Terrace and Alliant have a great relationship. Mayor Soglin wants to know if we can make it even stronger. However, the distinct difference in our venues makes his request a challenge. Mayor Soglin wants to start thinking about how to capitalize on what the venues bring to Dane County and Madison: sales tax which benefits the county, and room tax which benefits the city.

DiCarlo mentioned that the relationship is exemplified in events such as Iron Man, a Monona Terrace event, where Alliant cooperates by providing parking and even allowing the race to track through an area of its property. In another

case, Alliant had a client that also needed to book a social event in a place like Monona Terrace. Even though the date requested was not available at the Terrace, and the client was not flexible, DiCarlo could see that the Terrace sales team had done all they could and were genuinely disappointed that they could not accommodate the event.

Karofsky mentioned that Tim Metcalfe is studying the lakefront property between Monona Terrace and Alliant with the intent to develop it. McManners added that Tim has been invited to attend a board meeting and give a presentation about his project. Glen provided some historical background on the subject, explaining that the genesis for the entire project was Tim Metcalfe's view from his condo at Nolen Shores.

2. [22040](#)

Revisions to Protest Policy - Gregg McManners, Director

The Board moved Agenda Item 2 to the first item taken up by the board, as a courtesy to guest speaker Ann Zellhoefer, City Attorney.

The Board received a revision to the current Monona Terrace Protest Policy submitted by Director, Gregg McManners. Ann Zellhoefer, Assistant City Attorney, was presented to discuss it. She explained that the original Policy was developed for Monona Terrace approximately 8 years ago to address the possibility of the disruption of an event with a controversial guest speaker. It was realized that a uniform written policy was needed to help guide staff and security in an event of this nature. It was decided that Monona Terrace would designate a section of Olin Terrace for protest activities, with the provision that ingress/egress from the building not be blocked in any way. The idea behind this policy was to preserve the "intended use" of Monona Terrace.

McManners addressed the point that recent protest groups claimed Monona Terrace is a public building and therefore should be open to the public. Ms. Zellhoefer clarified that not all public structures are open at all times for all uses by the public. Consider the difference between a sidewalk which is a public space, versus the Madison Public Library or the UW Hospital (both publicly owned buildings) The intended use of these structures prohibits the public from protest or solicitation inside of the building. Ann concluded that in the case of the Library and Hospital, the city has never had a challenge to the "intended use." She added that the City Council approved the need for a permit if a protest group of 50 or more wanted to protest on Olin Terrace.

Hesselbein wanted to know when revision to the protest policy was first started. McManners answered that during the latter half of 2010, before anything to do with Governor Walker started, we had a situation in which an outside group was attempting to solicit signatures from the attendees of a separate event inside our facility.

Solheim asked if the rooftop as a "public destination" could in anyway be a battle ground in regards to protest policy. McManners believes that visibility is a key element to the efforts of most protestors, and because the rooftop does not provide visibility, it will likely not be an issue.

The Board viewed a YouTube video that Hesselbein had been sent. It was a recording of the discussion the Director had with protestors. They were

attempting to enter Monona Terrace because of a controversial guest speaker, but for the sake of the health, safety, and security of the attendees and staff, they were asked to stay on Olin Terrace.

Gerlach asked what Monona Terrace does in the event that people come here and violate the policy because they do not know what it is. McManners responded that staff will approach these people and ask them to leave the building, explain the policy if asked, and if the people do not leave of their own volition, we call the MPD and allow them to handle it. Monona Terrace staff will not physically remove anyone from the premises; we leave that to the police if necessary. He continued that the revisions he has proposed to the policy are to tighten up our position and clarify our stance.

Considerable discussion followed in regard to the security of and access to the building. Discussion centered on the use of Olin Terrace, the Olin Terrace Use Permit, and public protests.

A motion was made by Kovich, seconded by Glen to approve the revised policy. The motion passed by voice vote, other.

3. [21679](#) The Next 10 Years - Gregg McManners, Director

At this point in time McManners has received commentary on the plan from two members of the board. Glen requested that this topic be postponed for discussion at the next board meeting because it warrants a longer conversation; maybe the board could convene for the next meeting at an earlier time. The board unanimously agreed.

REPORTS

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

Kathi Hurtgen discussed the event revenue, comparing the current YTD, to the prior YTD. Revenues are what we expected; there are no concerning statistics. One difference of note is that convention revenue was higher at this time last year because several more conventions had occurred earlier in the year. This year most of the conventions are booked later in the year. As for the March budget, we experienced some savings in purchased services and supplies. This resulted in a surplus of \$57,000 for the month and a surplus of \$110,000 year-to-date.

McManners predicted a strong April, pointing out that in a recent conversation with Monona Catering General Manager, Patty Lemke, she informed him that they were expecting an increase in revenues over forecast by 15- 20%.

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

Bill Zeinemann briefed the board on the current business booking pace. He explained that most events are yet to come this year. His current forecast is 3% down in total revenue, but felt that we typically host more sizable events from this point on than we do in the first quarter. He was very optimistic that we would meet expected revenue goals for 2011.

| | Budgeted | Forecast | |
|------------|----------|----------|----------------|
| Banquet | 220 | 214 | |
| Meeting | 185 | 216 | |
| Convention | 31 | 30 | |
| Conference | 31 | 31 | with 1 pending |

6. [22041](#) Director's Report - Gregg McManners, Director

- Board Report: no questions

- Election Results: New Mayor Paul Soglin has taken office, McManners has already had his first meeting with the Mayor and it was a very positive one. Mayor Soglin asked several insightful questions in regards to deferred maintenance, a new convention center hotel and the impact of the Overture reorganization on Monona Terrace.

DiCarlo asked to have the Nominating Report added to the next board agenda.

7. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair

No Announcements from the chair.

ADJOURNMENT

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