



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

---

Thursday, January 21, 2010

4:30 PM

One John Nolen Drive  
Hall of Fame Room

---

### CALL TO ORDER / ROLL CALL

**Present:** 9 -

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

**Excused:** 5 -

Sheridan A. Glen; Jeffrey B. Bartell; Mona Adams Winston; Ann E. Kovich  
and Anne Katz

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

Ms. Barbara Smith, representing a group called Truth and Alternatives to Militarism in Education, asked if she could speak with the Board about their concern regarding military recruiters at Monona Terrace. Mr. Hess explained that since the subject was not on the agenda, it could not be discussed. Mr. Hess will contact Ms. Smith with additional information, and the subject will be on the agenda for the February 18, 2010 Board meeting.

### NEW BUSINESS

1. [17073](#) GMCVB Competitive Analysis - Deb Archer, President, GMCVB

The highlights of the PowerPoint presentation included the following information:

The reports are broken into three sections for 2005-2009. Five years of leads were processed by the GMCVB and represent;

Loss Trends – Represents all leads for possible business that the GMCVB sent to Monona Terrace, Alliant Energy Center, and the hotels in Madison that did not close;

Confirmed Event Trends – Represents all leads for possible business that the GMCVB sent to Monona Terrace the Alliant Energy Center and the hotels in Madison that did decide on Madison;

Monona Terrace Definite Contracts – Business the GMCVB was able to book over the last five years including data on strong markets, room nights and direct spending figures.

In addition, the average contract amount has increased the last three years. For example, the 2007 average contract equaled \$19,210, the 2008 average contract equaled \$20,860, and the 2009 average contract equaled \$22,861. The GMCVB is looking for larger pieces of business that stay in the building for at least two days, use A/V and provide a number of meals for the attendees. Markets that have been strong in those segments are Medical, Educational, Environmental, Distribution, and Science.

2. [14291](#)

Finance Report - Kathi Hurtgen, Director of Finance

Monona Terrace hosted 48 events, 14 less than budgeted (62) in November, representing \$227,000 in event revenues. Total revenues of \$262,000 were -23% from budget for the month. Year-to-date event revenues are \$3,720,000, -14% from budget.

Expenses were \$524,000 or -8% for November. Year-to-date expenses are \$5,857,000, or -9% year-to-date. The current financial position is -\$44,000 revenue under expenditures year-to-date.

[17074](#)

2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

The booking pace is mixed with some hopeful signs. Bookings for conventions is right on pace with the budget (25).The GMCVB is working on two more prospective conventions and a third that is first option behind one of the tentative conventions. Staff is hopeful that one and possibly two of the additional conventions will be confirmed, raising the total to 26 or 27 conventions.

There are 37 conferences booked year-to-date versus budget of 32; the 2009 year-end total was 40.

Banquets are -15 when compared to 2009. However staff has narrowed this gap by 14 since November, and a number of banquets have booked for 2010 that cancelled in 2009 due to the economy. Staff is working hard to make up and exceed the -15 banquets, and achieve the budgeted number of 240 banquets.

Meetings are pacing -26 when compared to 2009. This segment of the business is not showing signs of recovery yet. This is primarily corporate, education and non-profit business that either is not happening at all, was pulled in-house, or went to free space offered by competitors. If this pace holds, the year's total would be 167 meetings versus a budget of 230. These do not include the free community meetings that are held in the Hall of Fame.

4. [11917](#)

Director's Report - Jim Hess, Director  
- Board Report  
- Quarterly Meeting with the Mayor  
- Team Development Day

- There were no questions regarding the Board report.
- The recently held Maintenance Days were successfully completed, providing necessary updates to equipment, etc.
- Credit card machines have been upgraded in the parking ramp to permit faster processing for customers. "Cash Only" lines are also used on busy days.
- An All Managers Retreat was held on December 15 at Monona Terrace. The 2010 revised budget was reviewed, and any requests for additional funding will be tabled until after the first quarter when the financial picture will be clearer. Action steps were developed from the results of focus groups and an employee survey. Staff is actively working to find ways to make Monona Terrace run even more efficiently, and teams will be established to take on the issues.
- Monona Catering received the 2009 "Operator of the Year" award from Brakebush Brothers for their assistance in menu development and education of staff. Chef Paul Prudhomme participated in the sessions as a guest speaker.

5. [14293](#)

Announcements from the Chair - Ann Kovich, Chair

Members were reminded of Mr. Hess's email to contact Fran Puleo, Community and Program Manager, if they are acquainted with any of the contacts at the companies that are being solicited as possible contributors to support community events at Monona Terrace. Mr. Hess will resend the email, and Ms. Puleo thanked the members for any assistance they can provide.

Deb Archer, President, Greater Madison Convention and Visitors Bureau, congratulated Monona Terrace staff members on numerous recent awards that were received.

## ADJOURNMENT

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