



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, June 21, 2012

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 -

Jane Richardson; M. Alice O'Connor; Ricardo A. Gonzalez; Ann E. Kovich;
Dianne Hesselbein; Judith F. Karofsky; Glenn R. Krieg; James Ring and
Thomas P. Solheim

Excused: 5 -

Michael E. Verveer; Mona Adams Winston; William DiCarlo; Thomas J.
Ziarnik and Chet Gerlach

APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Ring, to approve the minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

NEW BUSINESS

1. [26332](#) A SUBSTITUTE accepting the Report of the Judge Doyle Square Staff Team dated March 20, 2012 and Directing Further Follow-up Actions.

Guest speaker George Austin presented a power point discussion of the Judge Doyle Square Report. After providing a brief history of the project and answering the board's questions regarding the project he explained the resolution the board was considering would authorize the following actions:
 1. Preparation of an RFQ and RFP for development teams for Blocks 88 and 105 and to present the recommended RFQ/RFP to the Common Council for approval prior to its issuance
 2. Appointment of an ad hoc committee, the Judge Doyle Square Committee, to oversee the development and implementation of the RFQ/RFP process
 3. Authorization to select a hotel expert to update the hotel market data, assist with the RFQ/RFP process and study the relationship between available and committable hotel room and Monona Terrace Community and Convention Center revenues
 4. Direction to further study the potential for a west-to-east bicycle route in the

Wilson Street travel corridor

5. To complete the next phase of the TIGER II grant from the Federal Transit Administration

6. Issue an RFP for schematic design plans and cost estimates for MMB renovation for continued use as city offices

A motion was made by Kovich, seconded by Karofsky, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

2. [26622](#)

Authorizing the sole source purchase of services from Leonardo Academy to assist Monona Terrace in renewing the Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) certification. This will involve collaborating with Monona Terrace in completing all necessary actions to implement and recertify Monona Terrace as a LEED certified facility.

The 5 year LEED certification that Monona Terrace has is about to expire. LEED standards have become more rigid and it is harder to become and stay qualified. Leonardo Academy is the top consultant for businesses wanting to become LEED certified. Having a LEED certification has been very successful for marketing the building, in fact some clients require that their convention centers be certified. Monona Terrace staff feels it would be a good investment to continue to be LEED certified.

A motion was made by Kovich, seconded by Richardson, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

3. [26739](#)

Finance Committee Report: Glenn Kreig, Chair

Monona Terrace staff has prepared two capital budgets to submit to the mayor for 2013. The first of these two budgets is what Monona Terrace actually needs to maintain the level of standard that has been consistent over the past 20 years. The second meets the mayor's prescription for all agencies to reduce their 2012 budget by 20%.

The first budget prepared is the desired budget at \$1.3 million dollars. The expenditures listed on this budget are maintenance and equipment replacements that staff have been sustaining to extend the items useful life.

The second budget prepared reflects the 20% cut, it is \$751,000. As instructed these cuts were made from an already lean 2012 budget. This budget shows the things that Monona Terrace staff would have to delay and would probably end up in the 2014 renovation budget.

The finance committee recommended that the board approve the desired budget along with the contingency budget for submission to the mayor.

A motion was made by Kovich to approve the budgets, seconded by Ring. The motion passed by voice vote/other.

4. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

	Actual	Budgeted
Banquets	180	220
Meetings	192	215
Conventions	33	30
Conferences	31	32

Regrettably, one conference was lost last month because the organization decided they wanted to have a resort-like atmosphere for their conference. Fortunately, one convention was added just recently, a serendipitous catch for the Monona Terrace sales team.

5. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

May had only 58 out of a budgeted 74 events, which set the month up for a 17% loss. Operating expenses continue to remain under budget, but it isn't enough to make up for the lower event revenue. May revenue came in \$85,000 under and the year-to-date revenue is now \$109,000 under budget. One positive aspect to note from May is that the amount being spent per event is increasing. June should come in higher than budgeted and it looks like July and August will be strong months.

6. [26740](#) Director's Report: Gregg McManners, Director
A. Board Report
B. Catering Announcement

A. Board Report

Monona Terrace is celebrating its 15-year Anniversary. The anniversary has been the central theme for the Concerts on the Rooftop series promotions. The community events staff has gone to great lengths to increase the attendance at these concerts and has outdone themselves. Not only has each concert garnered over 3,000 people in attendance, even corporate sponsorships have increased. This bodes well for the future of the Concerts on the Rooftop series.

B. Catering Announcement

Monona Catering has hired a new Sous Chef responsible for retail operations of Lake Vista Café. His name is Jed Spink, former Executive Chef of Eno Vino Bistro.

7. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

Alice O'Conner has been appointed to chair the Finance Committee.

July's board meeting is cancelled.

ADJOURNMENT

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