



# City of Madison

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

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

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Thursday, November 15, 2012

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 11 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Susan Sabatke;  
Kevin Gould; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik;  
James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 3 -

Mona Adams Winston; Ricardo A. Gonzalez and Dianne Hesselbein

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

### DISCLOSURES AND RECUSALS

### REPORTS

1. [28246](#) GMCVB 3rd Quarter Report: Deb Archer, President and Diane Morgenthaler, Vice President of Marketing and Strategic Management, GMCVB

The GMCVB staff has been very busy this quarter representing the Greater Madison area within the state. This activity includes:

- \*Serving on the Sports Marketing Committee, they are designing a new website to go live in 2013
- \*Serving on the Board of Directors for Wisconsin Association of Convention & Visitors Bureau, creating a 2012 Strategic Plan and implementing website improvements
- \*Retention of the WIAA Basketball Tournament contract
- \*Hosting the City of Madison " Meet and Greet"

The GMCVB has achieved 65.8% of their contract revenue goal for 2012. There are several good pending contracts that should close the gap by the end of the year. This year is \$100,000 ahead of where the GMCVB was last year at this time.

New business includes:

- \*American Society for Virology 2017
- \*International Economic Development Council 2015

- \*Community Bankers of WI 2013
- \*Geological Society of America 2015
- \*Madison Scouts Drum & Bugle Corps 2013
- \*American Cheese Society 2013
- \*Wisconsin Department of Tourism 2013

**Pending Contracts:**

- \*LeMans Corp. 2013
- \*Wisconsin Association for College Admission Counseling 2014
- \*WHEDA 2013
- \*National Academic Advising Association 2014
- \*Madison Festivals Inc 2013

Lead production for Monona Terrace events is at 82, well ahead of last year's 77. The leads are set to increase due to the addition of sales staff to the team. The direct spending for all confirmed events is estimated at \$27.5 million; 72% of the 2012 goal. Room nights are up to 58,000, an achievement of almost 70% of the 2012 goal. Eight groups were serviced by the GMCVB for the third quarter; including Ironman, Math Fest and the Parts Unlimited & Drag Specialties Showcase.

In Destination PR, the GMCVB has exceeded the goal of \$300,000 by 3%. This includes a piece in USA Today naming Madison the "Best Football Town in America." Other publicity highlights came from ESPN's extensive coverage of Ironman and the Ironman Kid's Fun Run, "Epic Users Meeting in Madison" story in the Wisconsin State Journal and Sports Events' (trade publication) announcement of Madison as the location for the 2013 Lacrosse Championships.

Monona Terrace specific PR is at only 24.8% of the goal of \$150,000. Staff from Monona Terrace and the GMCVB are meeting to work on a strategic plan to increase PR for Monona Terrace.

In industry news, the occupancy rate is holding steady market-wide at or above 70%. Average daily rate (ADR) has increased steadily market-wide and REVPAR has also made good gains. In Madison's competitive set the occupancy rate falls in the top half of the market. It is important to note that Downtown Chicago rates skew the competitive set's ADR so that Madison is in the lower half of the market, but this is still considered a good average. The TAP report shows that although 2014-2017 are on pace, 2013 is still significantly below pace target in definite room nights.

The Monona Terrace Board showed particular interest in the efforts the GMCVB is making to develop Madison's sports event potential. The GMCVB intends to compile a report of sports event opportunities to share with the board in the future.

2. 28248

Monona Catering 3rd Quarter Report: Patty Lemke, General Manager

Monona Catering has ended the third quarter 17.8% up from 2011. Long range projections show revenue on track to finish 2012 approximately 8% ahead of 2011.

A total of 151,040 services (hospitality, meals, and receptions) were performed this quarter.

The Lake Vista Café officially closed for the season on September 30, 2012. Nice weather conditions, along with a very successful concert season had a significant positive impact on sales. The season finished approximately 32% ahead of 2011. The LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98% and overall food satisfaction and value rated at 95%. LVC will reopen in May 2013.

At the end of the third quarter, Monona Catering's employee roster of 115 was comprised of a management team of 18 and hourly union staff of 97. This does not include temps.

During the third quarter Monona Catering donated Lake Vista Café Gift Certificates to Art Fair Off the Square and Monona Terrace 15th Anniversary Celebration, petite cupcakes to Monona Terrace for the Mad City Bridal Show, snack items for the employee blood drive, petite desserts to the CASA Stand Up for Kids Fundraiser and sponsored a local chapter meeting for the National Association for Catering and Events.

Donated food to local pantries/shelters during the quarter equaled approximately 2,327 pounds; composted pre-consumer food came to 38,625 pounds.

Ancora coffee has contracted with Monona Catering to create a custom coffee roast that will be the exclusive banquet coffee for all events. The coffee will be branded under the Rising Shores label for Monona Catering exclusive beverages. Ancora and Monona Catering are also researching the possibility of installing a high-end bean-to-cup vending machine in the building. This would ensure that even when the café areas are closed there is always a source of freshly ground and perfectly brewed coffee for the public. In other beverage news, Rising Shores Wine now has a Pinot Grigio in its collection.

3. [17074](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

The booking pace for 2013 is 24% ahead of where 2012 was at this time.

	Projected	Budgeted
Banquets	153	201
Meetings	80	193
Conventions	28	27
Conferences	29	33

4. [28250](#)

Finance Report: Gregg McManners, Director

October was an excellent business month. Revenue was up over 18% to budget and operating expenses stayed under budget by 1%, so total revenue exceeded expenses by \$78,000. For the year, revenue is slightly above budget by \$1,000. Although revenue across the years has remained flat it is encouraging to see, however, that the smaller quantities of bigger events are generating more revenue.

On a side note, Monona Terrace's 2013 Operating and Capital Budgets were

passed without comment by the common council.

5. [28249](#)

Director's Report: Gregg McManners, Director

**A. Board Report**

The State's parking ramp improvement budget has allotted \$675,000 for the new egress equipment. This equipment is said to be able to move 270 cars per hour per exit/entrance stall. There will be 4 of these stalls. Hopefully this will be installed in the spring/summer months of 2013.

**B. Judge Doyle Square**

The Hotel feasibility report has been delayed; however, early indications show it supports the 2009 Hunden Report, which recommended another hotel to support Monona Terrace.

**C. Client Appreciation Party, December 5 at 5pm**

All Board Members and their significant others are invited to attend the Client Appreciation Party. RSVP to Sara by email or phone.

6. [26335](#)

Announcements from the Chair: Glenn Krieg, Chair

The December board meeting has been cancelled.

**ADJOURNMENT**

A motion was made by Karofsky, seconded by Gerlach, to adjourn. The motion passed by voice vote/other.