



City of Madison
Meeting Minutes - Amended
MONONA TERRACE COMMUNITY
AND CONVENTION CENTER BOARD

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

Thursday, November 17, 2005

3:30 PM

One John Nolen Drive - Hall of Fame

CALL TO ORDER

ROLL CALL

Present: Warren E. Onken, Ann E. Kovich, Scott McDonell, William J. DiCarlo, Terence F. Kelly, Doris Hanson and Thomas J. Ziarnik

Excused: Darrell L. Bazzell, Jeffrey B. Bartell, Mona Adams Winston, Henry S. Lufler, Jr., Judy Sidran, Sheridan A. Glen and Wayne Bigelow

PUBLIC COMMENT (three minutes per person)

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

APPROVAL OF MINUTES OF OCTOBER 20, 2005

A motion was made by Onken, seconded by Ziarnik, to Approve the Minutes.
The motion passed by acclamation.

NEW BUSINESS ITEMS

GMCVB Third Quarter Update - Deb Archer, President, GMCVB

- Contracted room nights have been strong in 2005, exceeding the stated goal of 100,000.
- Direct spending impact for confirmed events is also up from 2004.
- Twenty-four contracts have been signed, the goal is 42 contracts for the year.
- Several exciting pending contracts have been sent out, including Iron Man, an event with projected direct spending of over \$2,000,000.
- Leisure marketing room nights sold are down slightly, but direct spending impact is higher than 2004.
- Media coverage on Madison and the local area has been excellent over the last three months including stories in Money magazine, Chicago Sun Times, USA Today, and the Wall Street Journal.

- A joint letter was sent to Epic Systems from the GMCVB, Monona Terrace, and the Alliant Energy Center regarding the annual Users Group Meeting, encouraging Epic to continue holding this meeting in the downtown area.
- County / City budget update: the County provided an additional \$10,000 to the GMCVB for marketing to the sports industry to attract other events.
- An amendment to the City budget to decrease the amount provided to the GMCVB was defeated.
- A proposal to increase the hotel room tax from 8% to 8.5% was also defeated. - The Wisconsin chapter of Innkeepers is conducting a room tax study which will help show that the room tax is flat, due in part to increased competition.
- Copies of "Green Guide to Madison" were distributed that encourage eco-friendly tourism.

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Confirming the re-appointment of James A. Hess to the position of Monona Terrace Director subject to the re-appointment and execution of a five-year Employment Agreement.

A motion was made by Kovich, seconded by Kelly, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by acclamation.

Economic Impact Study Update - Ann Kovich, Chair

The project continues to move forward, and the committee is hopeful the project will stay on its current time line. Monona Terrace has had a good year in 2005 which will reflect well in the economic impact study.

Strategic Planning Steering Committee Update - Ann Kovich, Chair

The Strategic Planning Steering Committee had an organizational meeting on Monday, November 14, 2005 to review the previous strategic planning effort and discuss format for the current project. An internal / external scan and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis form was distributed to assist Board members to identify important issues facing Monona Terrace both now and in the future. An electronic copy of the forms will also be provided to the Board, and Ms. Kovich encouraged them to submit their comments in that format.

Ms. Kovich explained that the Steering Committee approved the same format used during the previous strategic planning efforts. She also emphasized to Board members that their input is vital to the success of the project.

Finance Report - Chris Duerner, Director of Finance

October was a good month with total revenues of \$421,000 compared to a budgeted amount of \$366,000, and year-to-date revenues are up 6%. Expenses are down 1% for the month, and year-to-date are down 4% compared to budget. Retroactive payments to Local 60 members for 2004 and 2005 will occur in November. Updated revenue projections for year-end show that Monona Terrace will exceed revenue budget by almost 4%.

Director's Report - Jim Hess, Director

Board Report / Budget Update / Quarterly Meeting with the Mayor / Update on Staff Activities / Rooftop Concession Stand

- Board members had no questions about the Board Report.
- Improvements to the marquee have been completed. The new sign will be much more energy efficient, using only 10% of the energy required to run the old sign.

Quarterly Meeting with the Mayor:

1. Monona Terrace budget is within City guidelines, and fiscally responsible.
2. Client surveys continue to show a high rate of willingness to return to Monona Terrace and overall satisfaction.
3. Monies that had been withheld were released following the successful completion of the Monona Terrace carpet shearing process. The manufacturer, U.S. Brintons Axminster, has provided a letter guaranteeing the carpet, including the attic stock, against any future problems.
4. Monona Terrace has registered for LEED-ED certification, and if approved will be the second convention center in the country to have earned this certification. Surplus funds may be expended to keep the project on an appropriate timeline.
5. Reviewed the draft RFP to renew the current catering contract which is scheduled to be sent out after it is reviewed by the Monona Terrace Board Finance Committee.

- A permanent concession stand on the rooftop garden is an example of open space improvements that Monona Terrace would accept from a sponsoring organization. Arnold and O'Sheridan Engineers did a study several years ago on this topic, and will provide a copy of their report for review.

Finance Committee Report - Henry Lufler, Jr., Chair

This item was tabled until the December meeting because the Finance Committee was not able to hold a meeting due to lack of a quorum.

ADJOURNMENT

A motion was made by Kovich, seconded by Onken, to Adjourn. The motion passed by acclamation.