



# City of Madison

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

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

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Thursday, June 20, 2024

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

- Present:** 9 - Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Glenn R. Krieg; Eric A. Rottier; James Ring; Steven M. Peters and Angela Bozo
- Excused:** 4 - Cathleen A. Dettman; David A. Aguayo; Elizabeth Doyle and Judith F. Karofsky

1. [83950](#) Appointment of Pro-Tem Chair

The Vice Chair Jim Ring was able to conduct the meeting. The appointment of a pro-tem was unnecessary.

### APPROVAL OF MINUTES

A motion was made by Bozo, seconded by M. Richardson, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

2. [83938](#) 3 mins per person

None.

### DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center.

### NEW BUSINESS

3. [83939](#) 2024 Sponsorships for Community Events: Kristen Durst, Community and Public Relations Manager

**Attachments:** [Sponsorships2024.pdf](#)

A motion was made by Krieg, seconded by Rottier, to Approve the sponsorships. The motion passed by voice vote/other.

4. [83940](#) Room Tax Commission Meeting Update: Glenn Krieg, Commissioner

City finance shared the room tax collections report for the first part of the year, and although the collections are a bit behind budget, the projections show that the collections will catch up.

Last year the commission allocated approximately \$23M against the \$21M in room tax receipts as the fund is operating with a structural deficit. In addition, the commission voted to hold a mandatory 10% in reserve. If the room tax fund doesn't meet projections by year's end, they may be unable to hold the reserve, unless they reduce the allocations. At the next meeting the Room Tax Commission will hear presentations from all organizations requesting allocations for 2025.

It was noted by Alder Verveer, that historically, the first quarter of room tax collections is always the weakest. Rottier, a hotelier, added that room tax collections picked up significantly in the second quarter, with April and May coming in very strong.

## REPORTS

5. [83941](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc\\_05-31-24.pdf](#)

	Budgeted	Projected
Banquets	187	162
Meeting	150	124
Conference	27	28
Convention	20	26

2024 Event revenue is projected to be on budget, currently only 0.48% under at \$4.012M. Overall revenue is projected to be \$4.26M, which only about \$39,000 down from a budget of \$4.3M

6. [83942](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin\\_05-31-24.pdf](#)

Revenue for May was down somewhat, as the actual number of events was only 52 compared to the 72 budgeted. There were 8 less banquets and 6 less mtgs. In addition, the wages and benefits were higher due to hourly staff and retirement payouts. The city doesn't allow budgeting for retirement payouts and there are 2 more employees to retire yet this year. Fortunately, the month of June looks good, so even with the month of May holding a deficit of \$130,000 June's financials should build up the revenue and offset the retirement packages.

7. [83944](#) Director's Report: Connie Thompson, Director

- A. Administration
- B. Operations
- C. Community Relations
- D. Gift Shop
- E. Sales and Marketing
- F. Event Services
- G. Business Office/Human Resources
- H. Catering

**Attachments:** [rpt\\_06-20-24.pdf](#)

The operating budget kickoff meeting was Monday. For non-enterprise agencies. The city is requesting 2 budgets each with cuts to their current budget. Enterprise agencies need to present a balanced budget, expenses not exceeding revenues. When the budget is reviewed in council, Alders will determine which cuts to keep. The idea is that these cuts are permanent, not just one-time cuts.

A new board member, Cathleen Dettmann, an attorney, has been appointed by the Mayor. Her first meeting will be in August.

The Director of Sales position has been hired and Steve Dongarra will train through October. He has a lot of sales and management experience. Additionally, the newly opened position for Event Coordinator was hired. Haley Lemberger will be starting the job immediately. Staff has started the process for hiring for the AV Manager position.

8. [83945](#)

Announcement from the Chair

- A. A Finance Committee meeting will be held before the August 15 Board Meeting.
- B. July Meeting Cancelled
- C. Client Appreciation Event (8/21/24)

The July meeting is canceled, the finance committee will meet before the August 15 board meeting. Please save the date for the client appreciation party.

## ADJOURNMENT

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