



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, October 19, 2017

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 10 - Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim
- Excused:** 4 - Jane Richardson; Susan Sabatke; George Gillis and Thomas J. Ziarnik

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

1. [49198](#) Announcements from the Chair: Glenn Krieg, Chair

Connie Thompson has been promoted to senior management as the Associate Director of Operations and Quality. She will now be head of all the building operations related departments.

Patty Lemke has been promoted to CEO of Kelber Catering.

NEW BUSINESS

2. [49196](#) Monona Terrace and Friends Group Cooperative Agreement: Fran Puleo, Manager of Community and Public Relations

Attachments: [FRIENDS.COOPERATIVE AGREEMENT.10-9-17docx.pdf](#)

A motion was made by Solheim, seconded by Clarke, to Approve the agreement with some minor technical changes as advised by Solheim. The motion passed by voice vote/other.

3. [49123](#) Honoring Mark McGill and Roy Vela for their Lifesaving Efforts

Mark McGill and Roy Vela were recognized and honored by the mayor at last the common council meeting for their heroic efforts in preventing a man's suicide by fall from the roof of Monona Terrace. The board recognized and commended these actions.

4. [49200](#) JDS Update: Gregg McManners, Director

The underground parking garage constructions begins October 31 with a ground breaking ceremony at 10 a.m. Pinckney Street has been closed for the duration and Wilson St between King and Martin Luther King Jr. Blvd. has been reduced to single lane.

JP Cullen has been selected as contractor for the whole project; however, financing for the project is still being sought.

5. [49201](#) Room Tax Commission Update: Glenn Krieg, Commission Member
A. GMCVB Contract

The council approved the increase of 1% to room tax. A room tax of 10% will generate \$1.2 million for the Room Tax fund.

GMCVB Contract: The council also approved the GMCVB contract with new terms which include a slower rise in funding. The increase to the previously contracted 34% will happen a year later than originally contracted. The contract also includes a clause that protects the city from obligation if the room tax fund falls short. Dane County has likewise increased their funding of the GMCVB by 10%. With these significant increases, it will be important to monitor the GMCVB's performance to ensure it correlates to an increase in conventions and conferences for the city.

6. [49202](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bkpc 9-2017.pdf](#)

2017	Projected	Budgeted
Banquets	217	220
Meetings	197	192
Conventions	30	27
Conferences	31	30

2018	Projected	Budgeted
Banquets	220	225
Meetings	195	195
Conventions	28	28 +3 tentative
Conferences	28	32 +7 tentative

Event revenue is forecasted to be 6% over budget for 2017, even with the reduced size Trek event.

7. [49203](#) Finance Report: Jeff Boyd, Finance Department
A. 2018 Finance Committee Budget Hearing

Attachments: [Finance09-2017.pdf](#)

September had 52 events of a budgeted 63; despite this, revenue was over by 6%. There were 4 conferences not the originally budgeted 3. Since conferences and conventions generate higher revenue than banquets and meetings, this helped make up for a deficit of eleven events. Expenses were up by 4% and the month ended with a \$6,000 surplus.

The Budget hearings are concluded, nothing of concern was brought up regarding Monona Terrace's budget. The alder amendments are yet to be submitted.

8. [49204](#)

Director's Report: Gregg McManners, 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_10-19-17.pdf](#)

Board members should save the date for the Client Appreciation Party on December 6 from 5-7pm.

A new security company has been contracted. Three companies were interviewed and Security Pros was the best qualified. They are based out of Illinois, but will have an office Madison.

ADJOURNMENT

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