



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?*

Thursday, October 19, 2023

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Adam Heffron; Judith F. Karofsky; James Ring and Steven M. Peters
Excused: 3 - Glenn R. Krieg; Eric A. Rottier and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [80397](#) 3 mins. per person.

DISCLOSURES AND RECUSALS

Mike Verveer is a member of both the Room Tax Commission the Monona Terrace Booking Event Assistance Advisory Committee.

PRESENTATIONS

2. [80388](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

Attachments: [DM_report.pdf](#)

2024 is year two of DM's strategic plan. They plan to focus on continuing efforts regarding sustainability and start working on LGBTQ+ initiatives.

Another item on 2024 radar is the Big Ten football schedule. The organization currently releases game dates only 3 months prior to the season. This presents a problem for meeting planners wanting their blocks years in advance and will not choose a site where they cannot get these commitments. Many conventions happen during the football season. Hotels don't want to commit to room blocks at a lower rate, years in advance, on the chance that a home game is

scheduled. Home games command aggressively high room rates. This means the city and the hotel could potentially lose out on a convention because of a game, for which they don't even have a date. CVBs in Big Ten cities all around the country are struggling with this problem and will be lobbying the Big Ten to work with them on the issue.

Quarterly report for convention sales shows pending and booked contract revenue of \$234,052 for Monona Terrace. The sales team has reached out to 540 qualified prospects, with 30 of the groups having a DEI focus. They are at 60% of their goal for priority one events booked.

Hotel occupancy for the downtown was up to 80% in August, the average daily rate for a downtown hotel room continues to rise above pre-pandemic prices, to nearly \$250 in August.

NEW BUSINESS

3. [80198](#) A resolution authorizing a five year sole source contract for tourism marketing services, between the City and the Greater Madison Convention and Visitors Bureau, Inc. (GMCVB), dba Destination Madison. (District 4)

Attachments: [Greater Madison Convention and Visitors Bureau Inc. - Non-Competitive Sel](#)

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

REPORTS

4. [80390](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_09-30-23.pdf](#)

2023	Budget vs. Projected	
Banquet	180	188
Meeting	120	130
Conference	23	19
Convention	25	27

Conventions bring in more revenue than conferences, so the revenue numbers are favorable, despite not meeting the budget in conferences. Year-to-date, event revenue was budgeted at \$3.6M but is anticipated to be \$4.1M and total revenue is about 13% up at \$4.4M versus a budget of \$3.9M.

The booking pace for 2024 events seems to be shaping up in the same way as this year has. As a comparison, here are the number of events the sales team was working with for 2023 (this time last year) versus the number of events they are working with now for 2024:

	2022 (for 2023)	2023 (for 2024)
Banquet	94	106
Meeting	48	51

Conference	17	20
Convention	29	26

5. [80392](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin 09-30-23.pdf](#)

September was a great revenue month, primarily because events were spending more than anticipated and supplies and services expenses were down. The month ended in a surplus of \$175,000. Year to date the revenue is up \$681,000.

The driver behind the surplus is that event spending is up as attendances rise and more food is purchased. Additionally, the interest in bigger and better AV is increasing. Although hourly wage costs have increased, the salary savings on open fulltime positions has nearly neutralized that expense. Furthermore, managers are keeping their spending on supplies and services to a minimum.

6. [80394](#) 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 10-19-23.pdf](#)

The room tax allocations were approved by the commission. The finance committee must recommend the council to approve them before its official.

Staff presented the operating budget and the capital budget to the finance committee. The entire city budget will be up for council deliberations in November.

The bulk of the parking ramp construction will be completed by the first week in December. The original timeline had the project completed by August. Delays at the outset and the discovery of hidden damage that needed repair were the contributing factors in the project running behind schedule. This spring they will finish the last part of the project by coating the ramp. The ramp construction project has presented some challenges, however due to good communication with event clients, the impact has been minimal.

Staff will be completing the strategic plan for presentation to the board in January.

Renovation preparations are moving forward as bids on various projects are coming in much faster. Staff is looking at new chair fabrics as well as new cherry veneer covered trash receptacles.

Sasaki will be coming next week to present their final plans to the Monona

Waterfront Ad Hoc committee.

**County Supervisor Elizabeth Doyle has been appointed to replace Alex Joers.
The board will welcome her officially next month.**

ADJOURNMENT

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