



# 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 15, 2023

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 10 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Alex Joers; Adam Heffron; Judith F. Karofsky; Glenn R. Krieg; James Ring and Steven M. Peters

**Excused:** 4 - David A. Aguayo; Andrea R. Nilsen; Eric A. Rottier and Angela Bozo

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [78268](#) 3 mins per person

**Attachments:** [PC\\_06-15-23.pdf](#)

Attached email comments shared with board.

### DISCLOSURES AND RECUSALS

### REPORTS

2. [78270](#) 3 Horizons Workshop Results: Rebecca Ryan, NEXT Generation Consulting, Inc.

**Attachments:** [MononaTerrace\\_2035.pdf](#)

Economist and Futurist, Rebecca Ryan discussed the results of the 3 Horizons Workshop conducted on May 4 with Monona Terrace stakeholders. She explained the horizons; horizon one is the present, horizon three is the far future and horizon two contains the strategies an organization can use to bridge the present to the future.

The workshop participants did some brain storming to come up with assumptions about the present. Next, the group considered the future in 2035, and made predictions. Lastly, they looked at horizon one to find the most

vulnerable assumptions and devised ideas for new products, services and innovations that could be used to bridge the chasm between horizon one and three. These horizon two insights will be used to begin strategic planning for the next few years.

Observations from the board include finding the balance in Monona Terrace's responsibility for public vs. private access. And with an expansion, consider ways to generate more revenue thru the connection to the public.

In conclusion, Rebecca Ryan, commended the strong ecosystem of partners including Downtown Madison Inc. and Destination Madison that will support Monona Terrace's strategic plan.

3. [78272](#)

Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member, Chair

Parks Division and Lake Monona Waterfront Ad Hoc Committee are holding workshops with Sasaki representatives which started earlier today. The Master Planning has begun in earnest and Sasaki has been very open to accepting ideas from the other design plans. Furthermore, they've set up meetings with Destination Madison, Ho-Chunk and even scheduled a tour of Monona Terrace, with board chair Judy Karofsky. Many of these meetings and workshops will be planned throughout the summer. On July 24, the Parks Department will hold a public meeting at Monona Terrace about the Master Plan. Ultimately, the master design will be presented to the City Council in the fall.

## NEW BUSINESS

4. [78274](#)

Possible future expansion of Monona Terrace, a motion may be made following this discussion

Madison is growing, customer needs are changing and Monona Terrace needs to expand. This can be done in a sustainable way that is sensitive to the environment and makes Monona Terrace a more robust engine of economic impact. The expansion is a perfect way to demonstrate sustainable growth.

A motion was made by Ring, seconded by Richardson, to Approve the concept of an expansion of Monona Terrace and that the Master Plan for the Lakefront includes a provision for this expansion. The motion passed by voice vote/other.

## REPORTS

5. [78276](#)

Room Tax Commission Meeting Update: Glenn Krieg, and Mike Verveer, Commission Members

At the June 5 Room Tax Commission Meeting, City Finance reported that the room tax fund is approaching 2019 levels. Based on these projections, the allocations that were approved last year will be covered. 2023 will not be perfect, the commission will be running a structural deficit, but there are funds available to do this because of carryover from previous years. The room tax for 2022 was \$18.5M, allocations totaled \$15M. The rollover and 2023's forecast of \$19M will allow for this year's allocation of \$21M, which includes the city's 30%.

The commission is interested in setting up a reserve fund. City Finance

suggested that they consider reserving 10% of expenditures in a fund that could only be used for emergencies. The commission would need to decide the specific conditions under which it could be used. No action was taken at this time on establishing the reserve.

6. [78278](#)

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

Attachments: [bkpc\\_05-31-23.pdf](#)

544 events are projected for 2023, this is 20 over budget. Event revenue is anticipated to be \$3.85M and overall revenue at \$4.1M for end of the year. Banquets have made a great comeback with 192 booked. The convention/conference numbers have remained at 48 but the mix is more favorable with 28 conventions and 20 conferences verses the budgeted 25 conventions and 23 conferences. Conventions are the higher revenue event type.

7. [78280](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [finance\\_05-31-23.pdf](#)

May had higher than average event spending. Catering and AV have been the biggest contributors to revenue. With total revenue \$23,000 to the good and expenses down by \$68,000 the month ended with a surplus of \$91,000. Year-to-date we are averaging event spending of \$7,500 per vs. a budget of \$6,200. Costs are higher due to the need for stagehand labor, but staff is working on hiring hourly positions to support fulltime employees and to reduce payroll expense as well.

8. [78281](#)

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\\_06-15-23.pdf](#)

The Mayor's Team City awards ceremony honored the Community Events Department of Monona Terrace. That same week managers treated staff to lunch during Public Service Worker Recognition week.

The new carpet purchase was approved by the City Finance Committee. The cost is about \$850,000 including shipping. This does not include installation. The installation, and associated costs are scheduled for the 2024 budget.

A company has been awarded the bid to redo the Olin Terrace walkway tile.

One of the command center operators retired, and therefore some internal promotions were made. This means that there is once again a need to hire

additional hourly staff.

Metal detector screening has been added to the concerts as requested by the Madison Police Department. This is a safety precaution that is unfortunately necessary in this day and age. It does slow down the entry to the rooftop, but with practice should get more efficient.

Parking construction is still behind schedule, even with the authorization of overtime. The first phase is due to be complete on June 20.

9. [78282](#)

Announcement from the Chair: Judy Karofsky, Chair

- A. A Finance Committee meeting will be held before the August 17 Board Meeting.
- B. July Meeting Cancelled
- C. Client Appreciation Event (8/23/23)

Two reminders and the cancellation of the July board meeting was announced.

#### ADJOURNMENT

A motion was made by M. Richardson, seconded by Joers, to Adjourn. The motion passed by voice vote/other.