



City of Madison

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

Meeting Minutes - Draft MONONA TERRACE BOOKING EVENT ASSISTANCE ADVISORY COMMITTEE

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

Tuesday, May 6, 2025

4:00 PM

Virtual via Zoom

[88073](#)

Destination Madison Virtual Meeting - Zoom link:

[<https://us02web.zoom.us/j/89012766012?
pwd=kpZasSB203C3i78cZFtb6nWNBjfPbT.1>](https://us02web.zoom.us/j/89012766012?pwd=kpZasSB203C3i78cZFtb6nWNBjfPbT.1)

Meeting ID: 890 1276 6012

Passcode: 608608

One tap mobile +13017158592,,89012766012#,,, *608608# US

CALL TO ORDER / ROLL CALL

Minute Taker: Lizzy O'Hara

Present: – Ellie Westman Chin, Michael Verveer, Bill Zeinemann, Tom Ziarnik

Absent: – Angela Bozo

Guests: – Jamie Patrick

Westman Chin called the meeting to order at 4:00 p.m. Quorum established.

APPROVAL OF MINUTES

February 25th, 2025

A motion was made by Zeinemann and seconded by Ziarnik to approve the minutes. Motion was passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Michael Verveer is a member of the City of Madison Room Tax Commission and is on the Monona Terrace Community and Convention Center Board. Tom Ziarnik is a member of the City of Madison Room Tax Commission and Destination Madison Foundation Board of Trustees.

REVIEW FUND ACTIVITY

88074 Fund Availability - Fund Activity Memo

Attachments: [2025-05-06_Fund_Activity_Memo.pdf](#)

For the calendar year 2025, the committee has \$270,000 to appropriate. After the February 25, 2025, meeting, there existed a balance in the fund of \$143,677. Re-appropriations below of \$34,500, leaves the committee with available funds of \$178,177 to consider and appropriate at this meeting. There are four new event requests, which will leave a remaining balance of \$91,627 in the fund.

REVIEW FUTURE FUND REQUESTS

88075 Master Brewers Association of the Americas - 2026 Annual Conference

Attachments: [MasterBrewersAssocoftheAmericas2026.pdf](#)

BEA Request for \$16,500 for facility rental.

A motion to approve the request was made by Ziarnik . Motion was seconded by Verveer. The motion passed by voice vote/other.

88076 Solution Tree - 2026 Effective Coaching Institute

Attachments: [SolutionTree2026EffectiveCoaching.pdf](#)

BEA Request for \$7,425 for facility rental.

A motion to approve the request was made by Zeinemann. Motion was seconded by Ziarnik. The motion passed by voice vote/other.

88077 National Alliance on Mental Illness - NAMIcon 2029

Attachments: [NationalAllianceMentalIllness2029.pdf](#)

BEA Request for \$55,500 for facility rental.

A motion to approve the request was made by Verveer. Motion was seconded by Ziarnik.

The motion passed by voice vote/other.

[88078](#)

Wisconsin Realtors Association - 2026 Annual Convention

Attachments: [WisconsinRealtorsAssoc2026Conf.pdf](#)

BEA Request for \$7,125 for facility rental.

A motion to approve the request was made by Ziarnik. Motion was seconded by Zeinemann.

The motion passed by voice vote/other.

FUTURE BUSINESS

None

ADJOURNMENT

Since there was no further business, Verveer moved that the meeting be adjourned. Motion was seconded by Zeinemann. Approved by all. Meeting adjourned.