



# City of Madison

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

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

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Thursday, March 15, 2012

4:30 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 8 -

James Ring; Michael E. Verveer; Mona Adams Winston; Ann E. Kovich;  
Dianne Hesselbein; William DiCarlo; Glenn R. Krieg and Chet Gerlach

**Excused:** 6 -

Sheridan A. Glen; M. Alice O'Connor; Ricardo A. Gonzalez; Judith F.  
Karofsky; Thomas J. Ziarnik and Thomas P. Solheim

### APPROVAL OF MINUTES

A motion was made by Hesselbein, seconded by Kovich, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

There was no public comment.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### NEW BUSINESS

- [25564](#) Presentation of Slate of Officers for Election at the April 19, 2012 Board Meeting: Bill DiCarlo, Chair, Nominating Committee  
  
**The nominating committee presented the following slate of officers for election at the April board meeting.**  
**Chairman: Glenn Krieg**  
**Vice Chairman: Alice O'Conner**  
**Secretary: Judy Karofsky**
- [25565](#) Strategic Plan Dashboard Measurements: Gregg McManners, Director  
  
**Monona Terrace's department goals have been submitted and are now part of the strategic plan. Senior managers met to decide on the key indicators and the dashboard of metrics was provided to the Board.**  
  
**The Board was invited to review the dashboard at their leisure and provide any feedback they deem necessary. The final Strategic Plan including the dashboard will be distributed at the April Board meeting.**

3. [17074](#) Booking Pace Update: Bill Zeinemann, Director of Marketing and Events

	Actual	Budgeted
Banquets	195	220
Meetings	200	215
Conventions	32	30
Conferences	30*	32
Event Totals	611	646

\*This does not include 1 pending contract and 1 tentative contract.

This represents only a half percent under budget, and at this point in the year this is a very good place to be. Normally the first quarter is slow and comes in at 6% below budget, and the rest of the year is spent trying to catch up.

4. [24060](#) Finance Report: Kathi Hurtgen, Director of Finance

February had 34 events out of a budgeted 43, however total revenues were up 7%. This was due to the events bringing in higher revenues than projected. February expenses were down 7%, which left the month with excess revenue of \$48,000.

Year-to-date revenues are 3% over budget and expenses are 2% under budget, leaving a surplus of \$28,000.

5. [22041](#) Director's Report: Gregg McManners, Director

**A. Board Report**

There were no questions from the Board.

**B. Annual Report**

The newly formatted 2011 Year-End Report was widely distributed to individuals, organizations and businesses. So far there has been only positive response to the report.

It was suggested by the Board that a hard copy be submitted to the Common Council because a paper copy would be more likely to draw attention, as most Common Council members receive and sort through hundreds of emails. It was also suggested that this report be e-mailed to some of the surrounding city & county contacts.

The Board recommended furthering efforts to organize advocates for Monona Terrace. Creating an "Alumni Club" of former Board members was an idea previously considered, and now may be something to formalize.

**C. Parking Ramp Improvements**

The State will be investing a significant sum of money into improving the parking ramp. The State is currently considering improvements to entry and exit technology enabling auto-pay, as well as adding an exit to the Carroll Street entry point. Additional way-finding signs in both the upper and lower decks of the parking ramp as well as the rebuilding of two of the stairwells and resurfacing areas of the ramp that are currently in disrepair and leaking are planned.

**D. John Olin Panel**

The Landmarks Commission has agreed to fund the installation of the panel on Olin Terrace. Only a question in regard to disrepair needs to be answered for Monona Terrace to move forward with the project. If we receive a favorable answer, staff will recommend proceeding with the install.

Kovich made a motion to approve the installation of the John Olin Panel, subject to an acceptable answer, seconded by Hesselbein. The motion was approved by voice vote/other.

6. [18300](#) Announcements from the Chair: Mona Adams Winston, Chair

There were no announcements from the chair.

**ADJOURNMENT**

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