



# 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 16, 2022

4:00 PM

One John Nolen Drive  
Hall of Ideas F

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### CALL TO ORDER / ROLL CALL

**Present:** 11 - Jane Richardson; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Andrea R. Nilsen; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier; James Ring and Angela Bozo

**Excused:** 1 - Aureliano Montes

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [71994](#) 3 mins. per person.  
None.

### DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission, and Mike Verveer is a member of the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors

### REPORTS

2. [71997](#) Introduction of New Board Member, David Aguayo: Judy Karofsky, Chair  

David Aguayo was welcomed to the board. He is a political consultant and works with candidates of color who are seeking elected office. He is also the chief of advocacy and policy at the Greater Madison Chamber of Commerce. He worked on the Biden Campaign, has held key roles in the Democratic Party of Wisconsin, the Wisconsin Department of Workforce Development, the Federal Trade Commission, and Congressman Pocan's Legislative Office. He is a member of the Latino Consortium for Action, a member of Governor Ever's Latino Advisory Board, a Board Member on Once City Schools and is excited to join the Monona Terrace Board of Directors.

3. [72008](#) Room Tax Commission Update: Glenn Krieg and Mike Verveer, Commission Members

The room tax for 2022 is 115% higher than 2021 and on track with the projections made by finance. In fact, with allocations already set, it includes a potential surplus of \$2.9M. Monona Terrace is slated to receive \$4.1M from the fund.

For 2023 the fund is projected to reach \$19M. The commission will meet in August to discuss 2023 allocations.

4. [71999](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc\\_05-31-22.pdf](#)

	Projected	Budgeted
Banquets	175	171
Meetings	113	147
Conferences	25	26
Conventions	23	26

Banquet numbers will equal or exceed that of 2019, the last normal year on record. 175 banquets are projected for 2022 vs. 169 banquets held in 2019. The same cannot be said for meetings, which unfortunately, have not rebounded. While 147 meetings were budgeted this year, only 113 meetings are projected. For context, in 2019 there were 170 meetings. Event revenue is projected to be down approximately 16% from budget. The amount spent per banquet is coming in lower than average and though the number of meetings is low, the ones held are spending above average per event.

The JLL Optimization study once fully implemented should produce an increase in conference and convention numbers, which would more than offset a decline in meetings. The decline is likely attributed to the increase in virtual meetings. The younger demographic appears to be less interested in meeting in person. The board recommends a systematic review of this segment of customers to determine what is driving their behavior.

5. [72001](#) Finance Report: Jeff Boyd, Business Manager

May ended with a small surplus of \$13,000. There were a couple of contributing factors. Three banquets spent over \$11,000 and though the meeting numbers were down the amount spent per meeting was up. Additionally, expenses in payroll, services and supplies, were kept to a minimum.

The majority of banquets will happen in the next 6 months, the hope is they will spend more than average per event. Which would help reduce the projected budget deficit.

6. [72003](#) 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\\_06-07-22.pdf](#)

Staff is working on the finer details of the 25th Anniversary celebration. The merchandise ordered to celebrate the anniversary is in stock and for sale in the gift shop.

Two departments, Maintenance and Operations, along with Monona Catering will be participating in the Youth Apprenticeship program. They hope to work with Madison High School Students to tutor those interested in the hospitality industry and building maintenance with a goal to hire them when they graduate. If effective, the Gift Shop and Business Office will participate. This program has been successful in the City's Fleet Services agency.

There were 31 applicants for the two, full time operations positions posted. Staff should be hiring by the end of June.

PSC, the organization that awarded money for the 3 energy saving projects, has indicated they would like to see the chiller replacement and the pneumatic systems replacement accomplished with this grant money. Unfortunately, the grant is not enough to cover both projects. The chiller replacement is the most important one of the two and staff is working to negotiate with PSC regarding the application of grant funds and with vendors to get new post-inflation pricing.

Lake Vista Café will not be open regular hours for the public this season. Catering staff have been working 7-days a week to keep up with the busy event schedule. Until more hires are made, the staff must concentrate on the growing demands of the catering side of business. The café will be open for rooftop concerts.

7. [72005](#)

Announcement from the Chair: Judy Karofsky, Chair

- A. A Finance Committee meeting will need to be held before the August 18 board meeting.
- B. July Meeting is Cancelled but consider volunteering at the July 23: 25th Anniversary Party
- C. The Client Appreciation Event is on August 17, the day before board meeting.
- D. Official Name Tags for the Board

The finance committee will need to meet to consider the 2023 operations budget prior to the August 18 meeting.

July's board meeting is cancelled as per custom.

Board members are invited to volunteer at the 25th Anniversary Celebration on July 23. There will be a need for helpers to pass out free ice cream and cupcakes for approximately a 1-hour shift.

The client appreciation party will be held on Wednesday, August 17 (the night before the board meeting). Invitations will be sent out in July.

Board members should consider wearing the official name tag that they received to these upcoming festivities. Staff is ordering these for the newer members (any joined in 2020 or later). If you had a name tag but cannot find it, please let staff know so it can be reordered.

#### **ADJOURNMENT**

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