



# 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, August 16, 2012

4:30 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 11 -

Jane Richardson; Michael E. Verveer; Mona Adams Winston; Ricardo A. Gonzalez; Susan Sabatke; Kevin Gould; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; Chet Gerlach and Thomas P. Solheim

**Excused:** 3 -

M. Alice O'Connor; Dianne Hesselbein and James Ring

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

### DISCLOSURES AND RECUSALS

### NEW BUSINESS

1. [27332](#) Presentation to Retiring Board Member Ann Kovich: Glenn Krieg, Chair

Ann Kovich is the longest tenured member of the Monona Terrace Board. She was part of the original convention center committee and an organizing member of the first tile campaign. She was on the Monona Terrace Headquarters Hotel Advisory Committee and the Monona Terrace Commission. She also was a board member on two Monona Terrace related nonprofits.

As a passionate proponent for Monona Terrace, the staff and board expressed their appreciation for her insight, dedication and experience. Fortunately Ann will continue to be a presence on several Monona Terrace related committees.
2. [27333](#) Introduction of New Board Member, Sue Sabatke: Glenn Krieg, Chair

The mayor has appointed Sue Sabatke as a new member of the Monona Terrace Board. She is a Certified Meeting Planner and International Meetings Manager for the World Council of Credit Unions. In this capacity she oversees all aspects – from site selection to on-site logistics – of the World Credit Union Conference, an annual event held in a different location each year. Before her current position she served as director of convention services for the GMCVB and taught courses on exhibit management at Madison College.

3. [11915](#) Greater Madison Convention and Visitors Bureau Second Quarter Report - Deb Archer President, GMCVB

The GMCVB has reached 63.1% of their contract revenue goal with Monona Terrace. This is double where they were at this time in 2010. Among the groups contracted in the second quarter there are several returning organizations, including American Society for Virology in 2017, Ironman in 2013 and Wisconsin Music Educators Association in 2016. One of the new business accounts contracted is the International Economic Development Council.

Direct spending for all confirmed events is reported to be \$20,755,548 which is 54.7% of their goal for the year. Contracted room nights are also on an upward trend at 41,751 nights booked. This meets 50.3% of the GMCVB goal.

Groups serviced by the GMCVB for Monona Terrace in the second quarter included Alpha Kappa Alpha, AIA Wisconsin, and Madison Marathon.

PR value generated for Monona Terrace has only met 23.4% of their goal of \$150,000. It's important to note, however, Ironman and several other large PR generating events are coming up in the next half of the year and the GMCVB expects to meet their PR goals.

The GMCVB website is undergoing a redesign. They plan to launch the new site at year's end.

Market-wide the occupancy rate for the industry has been climbing since April and is above rates that were held at this time in 2010 and 2011. The daily room rate is also up in 2012. This combination results in an overall increase in REVPAR for 2012.

Future event sales pace for 2012 is on target, and although 2013 is down, the pace for years 2014 -2017 is on target.

TOT collection community-wide for 2011 was up to \$11.5 million and of that Madison TOT accounts for 9.3 million. 2012 TOT collection is 10% over last year at this time.

4. [27334](#) Hotel Feasibility Study Update: Gregg McManners, Director

CH Johnson Consulting has been contracted and will be conducting the Hotel Feasibility Study. The final draft of the study should be ready by November 1st. Once the study is completed specifications for a hotel will be incorporated into the RFP for Judge Doyle Square.

5. [27335](#) Finance Committee Report: Glenn Kreig, Chair

The finance committee has approved the 2013 Operating Budget request. The Mayor's directive for 5% cuts was discussed. For Monona Terrace a 5% cut represents a loss of \$250,000 in operating funds. Over the past several years, Monona Terrace has cut a significant amount from its budget and an additional cut of this magnitude would certainly represent programming cuts. Staff recommended the use of \$225,000 from the reserve fund. While this is a

calculated risk, there are several remedies in the near future to reduce the reliance on the reserve fund.

A motion was made by Richardson, seconded by Solheim, to Approve the finance report. The motion passed by voice vote/other.

6. [27336](#) Committee Appointments: Glenn Kreig, Chair

A motion was made by Karofsky, seconded by Gerlach, to Approve the committee appointments. The motion passed by voice vote/other.

7. [27339](#) Monona Catering Mid-Year Report: Patty Lemke, General Manager

Monona Catering is 3% ahead of last year and looks to end the year 5% ahead. Staff has been extremely busy performing an average of 2,900 services per day in the past two weeks.

The Lake Vista Café revenue was up 55% in June as compared to last year. This is mostly due to the great weather. The first Dane Dances! concert set a bar revenue record. The café has received very positive feedback on the customer satisfaction surveys for both overall experience and service. The LVC staff has been doing a wonderful job.

During the second quarter Monona Catering donated goods/services to the Wright Design Series, Madison Civics Club, WI Public Television, and UW Madison Circle K. They were a sponsor for the Institutional Food Market Coalition's (IFM) Annual Meeting in May, and they donated approximately 1600 pounds of food to local pantries/shelters.

8. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Bill Zeinemann was out on vacation so Gregg McManners filled in. The booking pace has not changed since the last report except for the addition of a conference. One trend noticed is a decrease in the amount groups are spending on AV technology.

9. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

In June, revenues were up by 7% over budget. Expenses were also over budget by 1%.

In July, while the amount of events was down, total revenues were up. Expenses were also up but some of them were due to the unplanned opening of the building as a cooling center. These expenses are expected to be reimbursed by the City. As of the end of July, revenues remain a concern at \$90,000 under budget.

10. [27337](#) Director's Report: Gregg McManners, Director

**A. Edgewater Development**

The Edgewater will close for renovation at the end of the football season. It will remain closed for 2 years. McManners noted that while the expansion and

renovation of the Edgewater will be good for Madison, it will have little effect on Monona Terrace, as its location makes it more of a University hotel. Monona Terrace sales staff met with the Edgewater sales staff in order to help them relocate events, if necessary.

**B. Board Report**  
No discussion

**C. Second Quarter Room Tax Revenue**  
No discussion

11. [26335](#) Announcements from the Chair: Glenn Krieg, Chair  
  
No announcements.

#### ADJOURNMENT

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