



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, October 20, 2011

4:30 PM

One John Nolen Drive  
Meeting Rooms M-Q

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### CALL TO ORDER / ROLL CALL

**Present:** 12 -

Sheridan A. Glen; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Ann E. Kovich; Dianne Hesselbein; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; Judy Sidran; Chet Gerlach and Thomas P. Solheim

**Excused:** 2 -

Mona Adams Winston and William DiCarlo

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

There were no citizens present who wished to address the Board

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

1. [24061](#) Presentation to Retiring Board Member, Judy Sidran: Glenn Krieg, Vice-Chair  
  
**Ms. Sidran was appointed by Governor Doyle, and served on the Monona Terrace Board from 2005 – 2011. She was a member of the Support Services Committee, the Nominating Committee and the Strategic Planning Ad Hoc Committee. Ms. Sidran has volunteered to remain on that committee until the project is completed. Ms. Sidran commented how much she enjoyed serving on the Monona Terrace Board, and praised the staff for their excellence. She was presented with a plaque and the grateful thanks of the Board.**

2. [24062](#) Introduction of New Board Member, Jim Ring: Glenn Krieg, Vice-Chair

Mr. Ring is President and CEO of Park Towne Development Corporation which focuses on land and commercial building development, and provides brokerage and property management services. He is a University of Wisconsin graduate, and has a Masters degree in Real Estate and Urban Land Economics from the famed UW James A. Grasskamp Center for Real Estate. He stated that he is very pleased to be appointed to the Monona Terrace Board, and was warmly welcomed.

3. [24085](#) Executive Director Contract Resolution: Glenn Krieg, Vice-Chair

The Mayor's Office sent a resolution to the Common Council to amend the two-year probation period for Mr. McManners and four other City department heads who were hired prior to the last election. Mayor Soglin has hired two new department heads since he took office that have a six-month probation, and he wanted all them to receive equal treatment. The Council referred the matter to the Monona Terrace Board for discussion and approval.

[23948](#) Authorizing the Mayor and City Clerk to execute a First Addendum to the Employment agreement with Gregg R. McManners, Monona Terrace Community and Convention Center Director;

A motion was made by Anne Kovich, seconded by Judy Karofsky, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

## REPORTS

4. [23382](#) Strategic Planning Committee Report: Ann Kovich, Chair

The Strategic Planning Committee met on 10/17/11 and reviewed the following Monona Terrace documents:

- Mission Statement
- Vision Statement
- Guiding Principles
- Role of the Monona Terrace Board
- Relationship of the Monona Terrace Board with the Executive Director and staff
- Monona Terrace Stakeholders

The next meeting of the Strategic Planning Committee is on 10/24/11, and will focus on Monona Terrace core strategies, i.e. those that will:

- Preserve our strengths
- Pursue our opportunities
- Protect against any weaknesses and threats

The results of the 10/24/11 Strategic Planning meeting will be brought to a future Board meeting for discussion and feedback. Members felt it would be best to schedule that meeting for a morning session instead of late afternoon. Ms. Kovich also encouraged the Board members to conduct regular reviews of the strategic planning so it stays current.

5. [24187](#) Monona Catering Update: Patty Lemke, General Manager

**Revenue for the Quarter:** The quarter ended with total revenue of \$2,060,070 (pre-audit), 9.75% up from 2010. Long range projections are keeping Monona Catering on track to finish 2011 approximately 3.4% ahead of 2010 at approximately \$6.1 million in sales.

**Services for the Quarter:**

**Hospitality (coffee breaks): 44,353 guests**

**Meals (breakfast, lunch, dinner): 35,839 guests**

**Receptions: 20,912 guests**

**Total Services (includes all miscellaneous): 135,571 guests**

**Lake Vista Café:** The Lake Vista Café officially closed for the season on October 2, 2011. Poor weather conditions had a significant impact on sales this season with extremes from rainy and cold to unseasonably hot. The season finished with \$109,067 in sales, which was 14.5% down from 2010.

**LVC guest comment card averages** were very good to excellent with overall staff service satisfaction rated at 98%, and overall food satisfaction and value rated at 94%. LVC will reopen in May 2012.

**Employees:** Monona Catering held its annual staff appreciation event on August 1st and took employees to a Madison Mallards game. It was a fun evening with food, beverages and door prizes for all who attended. The event was so successful that the Employee Morale Committee has requested the outing be repeated in 2012.

**Marketing and Donations:**

- Donated Lake Vista Café Gift Certificates to Art Fair Off the Square and Ironman volunteers;

- Donated all snack items for the Monona Terrace/Monona Catering Employee Blood Drive;

- Donated food to local food pantries/shelters during the quarter totaled approximately 4,028 pounds.

- Co-sponsored the Travel Writer's Culinary-Focused Tour of Wisconsin arranged by the Wisconsin Department of Tourism and local Convention and Visitors Bureaus. Staff created a custom complimentary menu for the opening reception at Monona Terrace for the Madison portion of their tour featuring local and regional food, wine and beer. According to all accounts, the 25 writers from all across the country and Canada were notably impressed with their tasting experience at Monona Terrace, and left with great stories in mind.

6. [24060](#) Finance Report: Kathi Hurtgen, Director of Finance

Operating revenue for the month of September totaled \$308,000, – 8% compared to the budget (\$336,000). Operating expenses were \$544,000, -2% compared to budget, (\$554,000). Revenue over (under) expenditures for the month was \$-18,000. YTD the total is \$126,000. The year-end projections are about even with last year, but staff continues to be optimistic there will be surplus monies.

The Finance Committee will meet on November 17, 2011 to discuss year-end projections.

7. [17074](#) Booking Pace Update: Bill Zeinemann, Director of Marketing and Events

2011 numbers to date:

Banquets: 220 budgeted, forecasting 210

Meetings: 185 budgeted, forecasting 205

Conferences: 31 budgeted, forecasting 32

Conventions: 31 budgeted, forecasting 30

Total number of events budgeted is 586, staff is forecasting 635 events. Groups are spending less per event; meetings in past years averaged \$4,100, this year the average expense is \$2,800. However, staff remains cautiously optimistic.

8. [22041](#) Director's Report: Gregg McManners, Director

**Board Report:** There were no questions from the Board members.

**Block 88 – 105 Update:** The first public meeting to collect input has been held, and another is scheduled for November 8 in Room 260, Madison Metropolitan Building. The biggest obstacle in planning for underground parking is the 10' drop between Doty and Wilson Streets. Discussions also centered around development in the area. A letter has been sent to the Marcus Corporation and ULI Inc. expressing some concerns which include the need for a 400 room block availability (the Hunden Hotel Report emphasized the importance of this), potential for expansion of their current plans, and the need for a skywalk which would be optimum for Monona Terrace because of climate challenges. City officials do not have a strong desire to fund a skywalk across Wilson Street to the Hilton. The Marcus Corporation must submit plans and pro formas by early November.

**November 17 Board Meeting:** This meeting may have to be held in the Exhibition Hall because of space constraints in the building.

**Concealed Carry Law Update:** The new Monona Terrace policy has been drafted and reviewed by the City Attorney's office. The reason for this policy is to prevent any firearms or weapons (concealed carry or open carry) from being brought into Monona Terrace. Violators will be considered trespassers and subject to forfeiture (fine) or arrest.

Temporary signs may be needed on the docks when event move-ins occur. The Rooftop and Skywalk entrance will be posted. The minimum sign size is 5"x7," and the verbiage is already prescribed by the law. Staff did a walk-through of the building with City attorneys to determine placement of the signs on entrance doors.

Training will be set up for management, and is being arranged by MPD and City HR. The concealed carry law will not be enforced in the parking ramp or on Olin Terrace. If it is determined that a guest is carrying a gun, staff will approach and ask him or her to take the gun to their car. If they do not comply, the police will be called. It is important that the policy not endanger staff or patrons, and it was determined to revisit this policy after the training. The law will be implemented on November 1, so we will have to be prepared by that time.

9. [18300](#) Announcements from the Chair: Glenn Krieg, Vice-Chair

There were no announcements from the Vice-Chair.

## ADJOURNMENT

A motion was made by O'Connor, seconded by Kovich, to Adjourn. The motion passed by voice vote/other.