



City of Madison Meeting Minutes - Final

City of Madison
Madison, WI 53703
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MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, January 18, 2007

4:30 PM

One John Nolen Drive - Hall of Fame

Call to Order

Roll Call

Present: Jeffrey B. Bartell, Warren E. Onken, Mona Adams Winston, Henry S. Lufler, Jr., Ann E. Kovich, Tom Stoebig, William DiCarlo, George Nelson, Thomas J. Ziarnik, Judy Sidran, M. Alice O'Connor and Wayne Bigelow

Excused: Sheridan A. Glen and Terence F. Kelly

Public Comment (three minutes per person)

There were no citizens present who wished to address the Board.

Approval of Minutes - December 7, 2006

A motion was made by Bigelow, seconded by Bartell, to Approve the Minutes
The motion passed.

1. Referral from City Council - Proposed Changes to the Monona Terrace Ordinance - Jim Hess, Director

Amending Sections 3.19(1)(a), (9), (10), and (13) of the Madison General Ordinances to specify that Alternate members of the Monona Terrace Board may serve as the Board representative on the Monona Terrace Event Booking Executive Advisory Committee, to update the name of the Dane County Exposition Center to the Alliant Energy Center, and to correct several typographical errors.

A motion was made by Bigelow, seconded by Sidran, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER The action is necessary because the Monona Terrace ordinance is silent on this matter, and typographical errors need to be corrected. The motion passed by the following vote:

Excused: Glen and Kelly

Aye: Bartell, Onken, Winston, Lufler, Jr., Kovich, Stoebig, DiCarlo, Nelson, Ziarnik, Sidran, O'Connor and Bigelow

2. Approval of 2008 Room Rental Rates / Equipment and Services Rates - Henry Lufler, Chair, Finance Committee - Internal Control Procedures

The Finance Committee recommended approval of the rate increases which are modest for both the Room Rental Rates and the Equipment and Services Rates. Details of the discussion included:

2008 Room Rental Rates:

Mr. Zeinemann, Director of Marketing and Events, discussed a rate study of competing facilities that indicated few increases, and in some cases, no increases or rolled-back rates. Hotels have more revenue streams, and can afford low, or no room rental rates, as well as allow clients to bring in their own A/V. Rates at Monona Terrace were raised more aggressively for 2007, but based on the rate study, the 2008 rates are proposed to be more modest (i.e. slight increases in high usage spaces). Staff is projecting approximately \$35,000 in additional revenue from the increases.

A motion was made by Lufler, seconded by Nelson to approve the room rental rates as presented. The motion passed by voice vote.

2008 Equipment and Services Rates:

Clients are renting A/V equipment more frequently as they become increasingly comfortable with the latest technology. Monona Terrace has on occasion allowed clients (i.e. American Family and Mary Kay) to bring in some of their own A/V for specific presentations. However, typically Monona Terrace is the exclusive provider of A/V equipment.

A motion was made by Bartell, seconded by Ziarnik to approve the equipment and service rates as presented. The motion passed by voice vote.

3. Rooftop Kiosk Project Recommendation - Henry Lufler, Chair, Finance Committee

Mr. Lufler reported that the project required no further action from the Board. Ms. Kovich added that a private non-profit group is donating \$100,000 to defray construction costs.

4 Rooftop Kiosk Project Update - Jim Hess, Director

Mr. Hess introduced Jeff Griffith, Building Maintenance Supervisor, to discuss the status of the rooftop kiosk project. Mr. Griffith explained the renderings of the kiosk which included changes suggested by the Finance Committee at a previous meeting. The design of the kiosk has been approved by Tony Puttnam, Taliesin Architects, as it is important to be consistent with the architecture of Monona Terrace. The kiosk, which will replace the Monona Catering trailer on the rooftop, has been approved by the City of Madison Urban Design Committee. The original completion date was scheduled for Memorial Day, but due to timing issues, the goal now is to have the kiosk completed in time for the Tenth Anniversary Celebration on July 20. The project is out for bids and the bid opening will be held on Friday, February 2, 2007.

Mr. Onken expressed the thanks of the Board to Monona Catering and Kim Nelson, General Manager, for their cooperation and support. Mr. Lufler suggested a ribbon cutting ceremony prior to the opening of the kiosk that could be used to market the facility.

5. Operations/Marketing Committee Update - Jeff Bartell, Chair

The Marketing Committee, which includes Jeff Bartell, Alice O'Connor, Sheridan

Glen, Mona Adams Winston, and Tom Ziarnik, met on January 16, 2007 to hear a presentation about the hiring rationale for a Community Relations Supervisor to replace Angie Roloff who resigned. This position was at the Director level in the past, and supervisor of the Tourism Coordinator (Heather Sabin), the Community Events Coordinator (Misty Lohrentz), and the Gift Shop Manager (Wendy Margetis). The new Community Relations Supervisor would report to Bill Zeinemann, Director of Marketing and Events and supervise the Community Events Coordinator and the Tourism Coordinator - the Gift Shop Manager would report to Mr. Zeinemann. Responsibilities of the Community Relations Supervisor would include community outreach, tourism, working with the Greater Madison Convention and Visitors Bureau, staffing future Friends of Monona Terrace meetings, grant writing, website updates, etc. The new position will be reviewed by the Personnel Board in February, followed by advertising, recruitment, and interviews, with a tentative start date in May or June.

The committee agreed with the concept which is a better format for the position. All appropriate City procedures have been followed throughout this process.

Mr. Bartell also commented on the summary of the 2006 Guest Surveys that was shared with the Marketing Committee. Monona Terrace enjoys an impressive return rate for the surveys, and numbers remain consistently high with the exception of Parking which typically are a bit lower. Work continues on way finding within the parking structure.

6. Tenth Anniversary Celebration Update - Jeff Bartell, Chair, Tenth Anniversary Committee

The Tenth Anniversary Committee consists of Jeff Bartell, Terry Kelly, Mona Adams Winston, Judy Sidran and senior staff. Tentative details of the celebration include:

Date: Friday, July 20, 2007 (rain date Sunday, July 22, 2007)

Location: Rooftop and Olin Terrace

Time: Gates open at 5pm, event from 6pm - 10pm (there may be a reception for donors in the Grand Terrace prior to the event)

A cash bar will be provided, various food vendors will be present to augment buffet service, and birthday cake will be served.

Music will be provided by Mama Digdowns, Madisalsa, and Ben and Leo Sidran. The highlight of the evening will be an 8:30pm performance by the Wisconsin Chamber Orchestra and a fireworks show at 9:15pm. The event will conclude at 10pm. The budget is approximately \$88,000 which will be covered by major and smaller donors, and fundraising efforts.

Mr. Lufler suggested a press packet or a handout be developed that points out the success of Monona Terrace and contributions to downtown development - a "Promises Kept" theme was discussed. He also suggested meeting with editorial boards, as well as appearances by staff on radio and TV talk shows to publicize the celebration. Discussion followed on how to capitalize on last year's successful publicity regarding the Community and Economic Impact Study.

7. Strategic Planning Update - Ann Kovich, Chair, Strategic Planning Steering Committee

The next committee meeting is Monday, January 22, 2007, and the expectation is to finalize the draft documents and distribute them to the whole Board for their review and approval. In the future, the committee will meet semi-annually to assure completion of goals so the strategic planning remains ongoing. Ms. Kovich thanked the Board members for their participation in the strategic planning process.

8. Committee Appointments - Ann Kovich, Chair

Ms. Kovich distributed the committee appointments for the consideration of the Board:

Alice O'Connor - Nominating Committee
Sheridan Glen - Chair, Operations/Marketing/Development Committee
George Nelson - Chair, Support Services Committee, and member of the Tenth Anniversary Committee
Tom Stoebig - Support Services Committee

A Bylaws and Succession Planning Committee has been formed, and includes:

Jeff Bartell - Chair
Tom Stoebig
Warren Onken

A motion was made by Bigelow, and seconded by DiCarlo, to approve the appointments as presented. The motion passed by voice vote.

9. Finance Report - Chris Duerner, Director of Finance

November revenues were 1% over budget, and year to date revenues are 7% over budget. Expenses were high due to the Local 60 retroactive payments and the timing of some expenditures - 33% over for the month, and 1% over for the year. Updated projections for year-end indicate that Monona Terrace will have excess funding of approximately \$70,000.

10. Director's Report - Jim Hess, Director
Board Report / Norovirus Update / Economic Impact Presentations

Copies of the new visitors guide were distributed that were developed by Mr. Zeinemann and the Community Relations department.

The Governor's Inaugural Ball was very successful. Monona Catering outdid themselves with beautiful, tasty food selections, and guests enjoyed a variety of musical entertainment throughout the evening.

A Community Events department program called "Full Speed Ahead After 50" received several awards for excellence.

Presentations have been given to various civic organizations regarding the recently released Monona Terrace Community and Economic Impact Study.

There have been no additional outbreaks of norovirus at Monona Terrace. The facility is sanitized on a daily basis, and the health of employees, especially those

in catering, is monitored.

Adjournment

A motion was made by Sidran, seconded by Bartell, to Adjourn The motion passed.