



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, April 15, 2010

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 -

Sheridan A. Glen; Warren E. Onken; Mona Adams Winston; Ann E. Kovich; Mark M. Opitz; William DiCarlo; Thomas J. Ziarnik; Judy Sidran and M. Alice O'Connor

Excused: 5 -

Jeffrey B. Bartell; Henry S. Lufler, Jr.; Anne Katz; Glenn R. Krieg and Wayne Bigelow

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

NEW BUSINESS

1. [18045](#) Community Programming Power Point Presentation - Fran Puleo, Manager, Community and Public Relations

The presentation was developed following a very successful 2009 that included development of a new logo and slogan, new initiatives in marketing and growing attendance at community events. It will be presented to service clubs and civic groups to increase awareness of Monona Terrace programs and sponsorship opportunities. Direct program expenses for the year were \$33,086 (including presenters, band fees, marketing and supplies); donations / grants and sponsorships to date total \$39,144.00+. Other informative highlights of the presentation included:

- an invitation to the public to come to Monona Terrace to Gather, Celebrate and Learn! (the new slogan).
- staff produces approximately 70 free / low cost events per year.
- Monona Terrace has two restaurants; the Lake Vista Café on the rooftop with a casual gourmet menu and sweeping view of Lake Monona; the Grandview Café, a small indoor café primarily for meeting guests.
- the Monona Terrace Gift Shop has a wide variety of unique gifts for all ages.
- the Hall of Fame features over 200 local athletes who have been inducted into the Hall of Fame. The room is offered up to three times per year to 501(c)3

groups.

- information about the popular Tai Chi classes on the rooftop during the summer.
- Monona Terrace serves as the site of some of Madison's most important events where the public comes to gather, i.e. Ironman.
- the rooftop and Exhibit Hall are excellent venues for approximately 20 free concerts per year including Tunes at the Terrace, Concerts on the Rooftop and Dane Dances.
- summer programs for kids.
- Monona Terrace hosts 120+ weddings per year.
- educational opportunities for children (i.e. Terrace Town), as well as adults (i.e. Full Speed Ahead After Fifty, the Wright Lecture Series).
- Monona Terrace has set a standard within the industry for sustainable operations.
- the public is encouraged to become involved at Monona Terrace as a volunteer or docent, sponsoring an event, joining the Friends of Monona Terrace, etc.

2. **18044** Election of Officers - Bill DiCarlo, Chair, Nominating Committee

The Nominating Committee, consisting of Board members Bill DiCarlo, Alice O'Connor, and Judy Sidran, presented the following slate of officers for election:

Mona Adams Winston, Chair
Glenn Krieg, Vice-Chair
Alice O'Connor, Secretary

There were no additional nominations from the floor, and DiCarlo made a motion to accept the slate as presented, seconded by Onken. The motion was approved by voice vote / other.

3. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

Monona Terrace hosted 46 events for the month of March (52 events were budgeted). Total operating revenues were \$305,000 which is -18% for the month; year-to-date revenues were \$843,000, or 6% below budget.

Total operating expenditures were \$508,000 or -9% for the month, and -8% year-to-date. Revenue under/over expenditures totaled -\$18,000 for the month, but +\$65,000 year-to-date.

4. [17074](#) 2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

The meeting pace is lagging and banquets are down somewhat; however staff believes that 27 conventions for the year is achievable versus the budgeted number of 25. The outlook for conferences is encouraging as well, as the new targeted number is 36 or possibly 38 conferences versus the budgeted total of 32. Events are booking short term, in the year for the year. Banquets number 220 for the year versus the targeted number of 240. Meetings are budgeted to total 230, however it now appears the number will be closer to 174 – 176 meetings; these events have higher than budgeted per event revenue totals.

Staff is seeing some positive indicators such as guaranteed numbers of attendees are being met and exceeded; Monona Terrace is on pace to meet and possibly exceed its internal budget for 2010.

5. [11917](#)

Director's Report - Jim Hess, Director
- Board Report
- Lake Vista Café Update
- Terrace Town

1. There were no questions regarding the Board report.

2. Lake Vista Café Update:

The Café will be open for the season on Tuesday, May 11, and will operate seven days per week with the following hours:

May

Monday: 11am – 3pm

Tuesday – Sunday: 11am – 7pm

June – August

Monday: 11am – 3pm

Tuesday – Sunday: 11am – 8pm

September

Monday: 11am – 3pm

Tuesday – Sunday: 11am – 6:30/7pm (to be determined)

Staff is looking forward to another successful season; an excellent summer concert series has been booked which will generate additional revenue for the Café.

3. “Terrace Town” Recap:

This popular community event is held every other year, and another well planned, successful “Terrace Town” took place on April 9 and 10. Kudos to Tourism Manager Heather Sabin, Monona Terrace staff and an army of volunteers for their hard work and dedication to this event that teaches aspects of architecture to children. Interesting facts about the event include:

- 1,275 Dane County element students and 70 teachers participated.
- community partners included 48 volunteer mentors, school day facilitators from the Madison Cultural Plan Steering Committee.
- volunteers from the UW Interior Design Program as well as 20 Monona Terrace volunteers.
- 1,450 visitors came to the Terrace Town Open House on Saturday, April 10.
- four teacher and mentor workshops were held.
- sponsors donated \$7,000 (Dane County Cultural Affairs Commission, Wisconsin Architects Foundation, Alliant Energy Foundation, MG&E, Wisconsin Chapter American Planning Association, Monona Terrace Community and Convention Center).
- media coverage was excellent (“Brava” magazine, “Madison” magazine,

“Wisconsin Woman,” Wisconsin State Journal, NBC 15 and ABC 27, three “Daily Page” / Isthmus mentions, numerous blog and social media mentions).

4. Other announcements included:

- the Wisconsin Film Festival opens on Thursday, April 15 with Monona Terrace as a featured venue.
- information from a recent Innkeepers meeting indicated that competition in the hospitality industry continues to be fierce; Chicago is now offering hotel rates similar to Madison rates.
- momentum is building for a high speed rail station to be built in downtown Madison. The Monona Terrace Board may be asked to become involved at some point.

6. [14293](#)

Announcements from the Chair - Ann Kovich, Chair

There were no announcements.

Ms. Kovich commented that it has been an honor to serve as Chair and Vice-Chair of the Monona Terrace Board. She praised Director Jim Hess and his staff as dedicated professionals who provide excellent service. She also thanked the Board members for being a highly engaged group who care deeply about Monona Terrace and the community. Board members responded with spirited applause for a job well done.

ADJOURNMENT

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