



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?*

Thursday, January 19, 2023

4:00 PM

Virtual meeting

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Alex Joers; Judith F. Karofsky; Glenn R. Krieg; James Ring and Steven M. Peters
Excused: 2 - Eric A. Rottier and Angela Bozo

APPROVAL OF MINUTES

A motion was made by Ring, seconded by Joers, to Approve the Minutes. The motion passed unanimously.

PUBLIC COMMENT

1. [75588](#) 3 mins. per person
None.

DISCLOSURES AND RECUSALS

NEW BUSINESS

2. [75590](#) Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member, Chair

The three design challenge finalists will be presenting their master plan to the public January 26 at the Madison Central Library, Rooms 301-302, 201 W Mifflin Street. Presentations start at 6PM. The event will be live streamed on City Channel. After the presentations a survey will be offered to get opinions from the public regarding the designs. Once the presentations are public, the Lake Monona Waterfront Ad Hoc Committee will be able to meet with each of the design firms to ask questions they may have.

The chair encouraged all board members to attend or watch the January 26 event, and to take the survey.
3. [75592](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_11-30-22.pdf](#)
[bkpc_12-31-22.pdf](#)

529 events are projected for 2023 versus a budget of 524, revenue is projected to be 1.25% below budget. This year is starting at a much better pace than 2022. The numbers are still behind 2019 (the last normal year), except for banquets which are better than 2019. In fact, 2022 had 178 banquets, while 2019 had 167. Conventions and conferences have yet to catch up, 2019 had 60 while 2022 had 46.

	Budgeted	Projected
Banquets	180	185
Meetings	120	119
Conventions	25	27
Conferences	23	21

4. [75594](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin_11-30-22.pdf](#)

As expected, November finances fell short because one of the conventions that was budgeted for the month moved to September and another one was cancelled. There was a slight increase in expenses as well, so the month ended in a deficit of \$165,000. The year-to-date total revenue remains at over budget by \$135,000.

December's finances will be provided in February because the city allows agencies to back date expenses into 2022 until February. Until all expenses are entered, this number is an estimate. Year-end revenue was budgeted for \$4.1M, as of right now, actuals are showing \$4.27M.

5. [75595](#) 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_01-19-23.pdf](#)

The annual all staff meeting with years of service awards was held, 14 awards were given between MT and MC staff.

Monona Terrace staff were able to take their APM 3-5 Prohibited Harassment and Discrimination Training using a video tool provided by HR. This training is mandatory and occurs every 3 years.

The Annual Staff Potluck was held in December, Monona Catering joined the festivities for the first time. It was a great morale builder.

Destination Madison's amended contract was approved at common council and will be signed shortly.

2023 will be a strategic planning year. Staff is reviewing potential outside facilitators. The director intends to hold a zoom meeting for the Strategic Planning Steering subcommittee to review and recommend one of the facilitators. The subcommittee has (5) members, of which (2) are vacancies. Current members are Jim Ring, Mark Richardson and Andrea Nilsen. If anyone would like to join this committee please email staff.

6. [75596](#)

Announcement from the Chair: Judy Karofsky, Chair

A. Finance Committee will need to meet prior to the board meeting on February 16

The finance subcommittee will need to meet before the February 16 Board meeting.

ADJOURNMENT

A motion was made by Peters, seconded by J. Richardson, to Adjourn. The motion passed unanimously.