



City of Madison

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

Thursday, October 18, 2018

4:00 PM

One John Nolen Drive
Community Terrace

CALL TO ORDER / ROLL CALL

- Present:** 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Susan Sabatke; Mark Clarke; Judith F. Karofsky; James Ring; Chet Gerlach and Thomas P. Solheim
- Excused:** 3 - Ricardo A. Gonzalez; Glenn R. Krieg and Thomas J. Ziarnik

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

There was not a quorum of the Room Tax Commission at this meeting.

NEW BUSINESS

- [53530](#) Authorizing an Amendment to the Executed Development Agreement between the City of Madison and Beitler Real Estate Services LLC and Directing Further Actions as a Component of the Judge Doyle Development Project.

Attachments: [Attachment A.pdf](#)
[Ald Ahrens Amendment 53530.pdf](#)
[53530 Version 1.pdf](#)
[City - JDS Common Council Resolution - Amendment to Development Agree](#)

A motion was made by Clarke, seconded by Gerlach, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE. The motion passed by voice vote/other.

- [53422](#) Destination District Master Planning: Rob Gottschalk, Vandewalle & Associates Inc

In conjunction with the master plan for the Alliant Energy Center (AEC) campus, Vandewalle & Associates have envisioned a master plan for the entire district surrounding the AEC.

To turn the 500-acre district into a destination the following elements are necessary: pedestrian ease of travel, entertainment venues, community gathering spaces and multimodal transportation, all which contribute to drawing people to the area.

The design presented features roadway reconfiguration, along with entertainment, recreational, residential and office development. They suggest the creation of a strong visual gateway to the AEC and Madison from the Beltline. They propose a cohesive way of connecting the parks and green space in the district, of which there are approximately 200 acres. Also suggested is enhancements to waterway access as well as safer pedestrian crossings throughout the district. Multimodal transportation like shuttles and rail systems will create connection to the surrounding area, especially the downtown.

The designers emphasized the importance of delivering an authentic regional experience when implementing these elements, meaning use of native plants in landscaping, focus on water quality and access to the lakes, promoting bike and pedestrian travel, as well as featuring local cuisine and entertainment options.

3. [53424](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bookingpace_09-2018.pdf](#)

The event revenue budget for 2018 is projected to be nearly 24% over, resulting in a year's end total of \$5.55M versus a budget of \$4.89M. This surplus in revenue has occurred despite a lower number of total events this year. This exciting development could result in record-setting event revenue this year.

	2019	Budgeted	Projected
Banquets		192	165
Meetings		171	191
Conventions		31	27 + 1 pending and 2 tentative
Conferences		25	17 + 3 pending and 3 tentative

4. [53426](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [September Finances.pdf](#)

September was a great month because even with events down by 11; the revenue was over budget by 10%. This combined with expenses that were only 1% over resulted in a revenue surplus of \$34,000. Year-to-date total revenue is at \$371,000 to the good. Staff plans to use some of the surplus to buy down expenses for next year and to put \$200,000 in the reserve fund.

5. [53428](#) Director's Report: Gregg McManners, 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

The Nolen Waterfront project principals will present to the board at the November meeting.

The community relations management position is posted. Applications will be accepted for the position thru November 5.

6. [53431](#)

Announcement from the Chair: Alice O'Connor, Chair

A. The Finance Committee will need to meet prior to the next Board Meeting, November 15, 2018.

The Finance Committee will need to hold a meeting prior to the November board meeting.

ADJOURNMENT