



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved ROOM TAX COMMISSION

Monday, August 14, 2017

4:00 PM

Monona Terrace Community &
Convention Center
One John Nolen Drive Madison, WI 53703
Meeting Room N & R

CALL TO ORDER / ROLL CALL

Present: 6 - Michael E. Verveer; Mark Clear; Thomas J. Ziarnik; Sally Miley; Glenn R. Krieg and Sylvia Moss

APPROVAL OF MINUTES

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

PUBLIC COMMENT

Stephen Zaroni from the Concourse Hotel spoke on behalf of the GMCVB
Board on item 6.
Eric Rottier from the North Central Group spoke on item 6 in support of GMCVB.

DISCLOSURES AND RECUSALS

Michael E. Verveer - Monona Terrace Board and Overture Center Board
Thomas J. Ziarnik - Monona Terrace Board
Sally Miley - Madison Opera Board
Glenn R. Krieg - Monona Terrace Board
Mark Clear - Greater Madison Convention and Visitors Bureau

ITEMS CONSIDERED

1. [48403](#) 2017 Room Tax Collections and Projection

Discussed and Finalized
2. [48404](#) Long-term Financial Outlook

Discussed and Finalized
3. [48406](#) 2018 Budget Discussion

Discussed and Finalized

4. [48407](#)

Presentations

- a. Monona Terrace
- b. Overture Center
- c. Greater Madison Convention and Visitors Bureau
- d. City Arts Programming

Kevin Sweeney of the Overture Center, presented on the economic impact of Overture in the community as background for its requested subsidy amount of \$2.1 million. Clear asked of the impact of not providing the full request. Sweeney responded that it would probably affect the number of free community programs provided. Krieg asked if there was a schedule of fundraising and donations. Sweeney responded that there was a clear set of goals established. Verveer asked if the comment that Overture being the number 1 destination in the city was a recent outcome. Sweeney responded it was not; Overture has been a top destination since it opened.

Deb Archer of the Greater Madison Convention and Visitors Bureau presented on the Bureau's economic impact and budget. Ziarnik asked about use of Bureau reserves for the recent Crossfit Games. Archer responded that she didn't have the exact figures, but it was significant, probably in excess of 20% of the reserves. Verveer asked what was a good predictor of a growth rate for room taxes. Archer responded that 5% was probably a good estimate but it would also be good to talk to hoteliers about their sense of the market. In addition, bookings from Epic Systems events have been slowing, which is affecting room tax growth. Verveer also asked about the number of sales employees at the Bureau over the past few years. Archer responded that the Bureau is in the process of adding new sales leadership and part-time staffers. Krieg asked where the Bureau would make any budget reductions if the contract with the City were changed. Archer answered that the Bureau will be reviewing its budget over the next few weeks.

Gregg McManners of the Monona Terrace, presented on the Monona Terrace budget request and operations. Clear asked about event bookings. McManners responded that the Bureau books more than a year out and Monona Terrace focuses on less than a year out. The Bureau also concentrates on housing needs for larger events. The Bureau secured events account for about 50% of Monona Terrace revenues. Krieg asked about the reasons for the decline in conference and conventions. McManners cited market competition, Bureau sales force vacancies, time to build relationships and the less than optimal proximate room block for Monona Terrace events. Clear asked what's happening in the industry. McManners answered that the growth rate for conferences and conventions is projected to be 2.5% to 3% over the next 2 to 3 years.

Karin Wolf of the City's Arts Program, presented on the allocation of room tax funds for tourism marketing related to arts. Verveer asked if that allocation could be made in a more flexible general pool of funding. Wolf responded that it would be a good approach.

Chair Miley requested that all members with additional questions submit them to the City Finance Director for dissemination to the groups.

5. [48408](#) Overture Center Contract

 **An amendment reforming the role of the Room Tax Commission will be added to the 2018 Performance Agreement.
Discussed and Finalized**

6. [48409](#) Greater Madison Convention and Visitors Bureau Contract

 Discussed and Finalized

7. [48410](#) Scheduling Budget Decisions Meeting

 Discussed and Finalized, Next meeting is September 7th at 4:00pm.

ADJOURNMENT

A motion was made by Moss, seconded by Clear, to Adjourn at 6:12pm. The motion passed by voice vote/other.