



City of Madison

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

Thursday, May 19, 2011

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 11 -

Sheridan A. Glen; Jeffrey B. Bartell; M. Alice O'Connor; Mona Adams
Winston; Henry S. Lufler, Jr.; Ann E. Kovich; William DiCarlo; Judith F.
Karofsky; Glenn R. Krieg; Judy Sidran and Thomas P. Solheim

Absent: 2 -

Dianne Hesselbein and Chet Gerlach

Excused: 1 -

Thomas J. Ziarnik

APPROVAL OF MINUTES

A motion was made to approve the minutes by Kovich, seconded by Sidran.
The motion was approved by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

NEW BUSINESS

- 14289** Greater Madison Convention and Visitors Bureau First Quarter Report -
Diane Morgenthaler, Director of Marketing, GMCVB

Monona Terrace's Contract Revenue YTD for conventions and conferences is \$187,546 and for all contracted events \$222,827. The 2011 goal is \$670,000 and 33.26% of it has been achieved in the first quarter. This is the best first quarter in the last 5 years.

Year-to-date there are seven definite contracts for Monona Terrace. This includes returning clients like L&L Exhibition Management with the Home Show, and The World Triathlon Corp.'s Ironman Competition. One of the new clients contracted is the American Physical Society, coming in 5/30/2014. They will have 2,754 Room Nights, 1,000 in Attendance, and will provide \$910,000 in direct spending. The totals for the 7 contracts are 11,957 Room Nights, 41,550 attending, and \$6.186 million in direct spending.

There are 4 pending contracts with 4,535 in room nights, 3,200 in attendance, and \$157,553 in direct spending. As a side note after this report was written, another contract for Society of American Engineers (contract amount \$33,000) went pending.

There was 1 definite contract that was returned subsequent to the end of the 1st quarter for Society for Behavioral Neuroendocrinology. This event has 644 room nights, 425 in attendance, \$283,920 in direct spending.

The GMCVB feels there has been good progress on all fronts.

Lead Production, year-to-date the GMCVB has a total of 65 leads which is comparable to 2010 but about 15% less than 2009. Archer noted that the increase in the sales is largely due to pent up demand, whereas leads are lower because they are based on future events and there is still a concern about market stability.

Marketing for the first quarter includes Convention Trade PR. GMCVB had a slow start in this field for the quarter only achieving 8.87% of the total 2011 goal. However things have ramped up in the last few weeks due to the hire of part-time PR person, Judy Frankel. They have recently had some great coverage including Big Ten Cities special on Madison, aired in Nebraska, which is joining the Big Ten Conference.

Also of note, Monona Catering will be working with the GMCVB for part of a culinary tour sponsored by the Dept. of Tourism and hosting food writers, and travel food writers from all over.

2. [22346](#)

Nominating Committee Presentation - Bill DiCarlo, Chair, Nominating Committee

Bill DiCarlo presented the nominating committee report. He stated the committee made the following recommendations to serve as officers for 2011-12: Mona Adams Winston-Chair; Glen Krieg – Vice Chair; and Alice O'Connor, Secretary. A motion was made by Bartell and seconded by Glen. The motion was approved unanimously voice vote/other.

3. [21679](#)

The Next 10 Years - Gregg McManners, Director

McManners stated that recently he met with Tom Mosgaller, (formerly with the City Department of Training and Development). Shortly after Monona Terrace opened Tom assisted the board by facilitating a number of meetings in which the board discussed and agreed upon the scope of responsibilities and direction of the board. During that discussion Mosgaller stated that the Monona Terrace board hasn't gone through as much change as has occurred recently in its membership since its inception. With all the new incoming members, McManners stated he felt the orientation for new members was lacking. He stated that while a one on one with the Executive Director is important, it is also critical that we review the scope and responsibilities of the board from time to time. That discussion will help to form a better base of knowledge from which decisions can be made.

Tom Solheim started by saying that the initial orientation though helpful, really didn't prepare him to understand the constituency of the board or even who

the board was ultimately responsible to, and it wasn't until after about 3 board meetings that he came to a better understanding. He feels that discussion of the 10 year plan may be a good way for the new members to start meshing with the long standing members.

Kovich commented that typically an organization will analyze the strengths, weaknesses, opportunities, and threats (SWOT) and in today's environment the organization's current state has changed so dramatically that a new strategic plan is necessary. She suggested that the board take a step back, and revisit and revise the previous strategic plan.

Bartell pointed out that there are now several new appointing authorities in office, and the board as a whole doesn't know if those appointing authorities have requested their views be represented at the board meeting. The problem with constituent boards is the potential conflict between the needs of the organization and the needs of the appointing authority.

Lufler remarked that all the current appointing authorities want this organization to be successful. However he has observed that in past years we have had a larger number of current policy makers (e.g., City Council Member, DOA Secretary, Commerce Secretary, WI Department of Tourism Secretary) as part of the board, and that isn't the case anymore. These politically connected board members had a certain political savvy that is now less present. Bartell added that politics has a sharper point now.

Kovich mentioned that the pressure that Mayor Dave's budgets put on us to reduce cost put us at odds as we have an obligation to the organization to maintain quality.

Kreig brought up the possibility that even if the board completes a new strategic plan, the common council may not support it.

Lufler added that the problem with not having a council member on the board is we are not as plugged in and don't have the same political influence. The new alders that have been elected are different in both their ideas and their way of communicating.

Sidran indicated that now would be a very good time to revisit and revise the strategic plan. McManners requested that the strategic plan be developed with both staff and board involvement. Glenn suggested an equal staff to board ratio.

Kovich highlighted that based on comments it seems as though the entire board wants to contribute. Perhaps a sub-committee could work with a facilitator like Tom Mosgaller and then take that plan to the board.

Lufler remarked that in the beginning it took 4-5 years of major issues for the board members to know each other on a personal level. As major issues diminished the board took on more of a ministerial role. With changing times the board is now back to being a board making important decisions.

Solheim commented that from what he's seen so far, the board has been very attentive to important issues and has dealt well with changes in both

management of the center and appointing authorities. This may be a good time for the strategic planning but he doesn't feel the board is out of touch. McManners agreed but stated this process will be a way to increase the baseline knowledge of each board member.

The board agreed that a process to develop a new strategic plan should be initiated. A standing Strategic Plan Committee exists with Ann Kovich as Chair and McManners and Kovich agreed to review that committee to determine if that was a full committee. He also agreed to reach out to Tom Mosgaller to see if he would facilitate the discussion. In the end it was decided a plan of action would be presented at the June meeting for discussion and consensus.

REPORTS

4. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

There were 60 events in April, and only 55 budgeted, however 2 conventions that were initially counted for April wrapped up in May and so their revenue will be calculated into May's finances. While revenue was down in April so were expenses. As a result, our year to date position stands at \$91,000 under the subsidy budget.

5. [17074](#) Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

Bill Zeinemann updated the board on the current booking pace.

	Budgeted	Forecast
Banquet	220	220
Meeting	185	208
Convention	31	30
Conference	31	31

For 2012 there are 27 convention contracts in, three pending, and 6 groups in talks. Conferences have 15 contracts in one pending and 7 groups in talks. Overall the outlook remains cautiously optimistic. Zeinemann is pleased with the upward trend.

6. [22041](#) Director's Report - Gregg McManners, Director

McManners has recently attended one of three planning sessions regarding the municipal building and block 88 development. He stated he saw renderings of the hotel entrances, and he and others attending thought that it was very attractive. The next planning meeting is scheduled for May 31.

McManners noted that he has been elected to head the Midwest Region of the International Association of Venue Managers (IAVM), at their most recent meeting in Green Bay.

7. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair

There were no announcements from the chair.

ADJOURNMENT

A motion was made to adjourn by Krieg, seconded by Sidran. The motion was approved by voice vote/other.