



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, May 21, 2009

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 8 -

Sheridan A. Glen; Warren E. Onken; Mona Adams Winston; Henry S. Lufler, Jr.; Mark M. Opitz; William DiCarlo; Glenn R. Krieg and Judy Sidran

Excused: 6 -

Jeffrey B. Bartell; Ann E. Kovich; Anne Katz; Thomas J. Ziarnik; M. Alice O'Connor and Wayne Bigelow

APPROVAL OF MINUTES

A motion was made by Sidran, seconded by DiCarlo, 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. [14645](#) Update on High Speed Rail / Location of the Rail Station - Dave Trowbridge
Planning / Community and Economic Development

Highlights of his comments included:

- Planning is underway for Phase I intercity rail connections between Madison - Milwaukee, and Chicago. Costs would include \$397 million for infrastructure, and \$122 million for equipment, bringing total capital cost to \$519 million. Federal funds would be required before proceeding, and an 80/20 federal-state program will be sought.

- Phase II would be the St. Paul - Madison connection. Average speed would be 110 mph and include express travel time from St. Paul to Madison of approximately 3 hours, 30 minutes.

- Phase III is proposed to be the Green Bay - Milwaukee - Chicago route. Trains would travel between Green Bay and Milwaukee at 110 mph, make the trip in approximately 2 hours, 10 minutes, and a one-way fare is expected to cost \$35 - \$46. The Milwaukee - Chicago route would take 1 hour 5 minutes, and the one-way cost would be approximately \$21 - \$35.

- The Hiawatha route is doing very well with high levels of ridership, and the best on-time performance in the Amtrak System.

Transport 2020 Regional Bus and Rail Elements:

- Cost estimates:
- Commuter rail (Middleton - Reiner Road) - \$255 million.
- \$10.4 million/year operating expenses.
- Capital costs: 50% federally funded
- Regional Express bus to Dane County communities (i.e. McFarland, Stoughton, Oregon, Fitchburg, Verona, Cross Plains, Waunakee, DeForest, Cottage Grove, Sun Prairie): \$11 million capital, \$8 million/year (operating).

2. [14504](#) Amending the 2009 Monona Terrace Capital Budget to increase authorized funding by \$100,000 for the Rooftop Kiosk Capital Project.

Monona Terrace Funding Corporation donated \$100,000 in June 2007 to help fund the kiosk, but the budget was never formally amended to grant access to spend the funds. The Finance Committee recommends approval of the resolution to amend the budget.

Sidran made a motion, seconded by Glen to approve the resolution to amend the 2009 Capital Budget and add the \$100,000. The motion was approved by voice vote / other.

3. [09198](#) Marketing Committee Update - Sheridan Glen, Chair

- The Committee met recently to review the beta version of the new Monona Terrace website. Developers of the site, Melissa Marquart and Ryan Zerwer, Clotho Business Solutions, were present to answer questions and listen to suggestions offered.

- Committee members were very pleased with the new website, and the discussion was very productive. Some suggested changes will be made in the future as the site develops further.

- Mr. Glen encouraged Board members to review the site, paying particular attention to the booking, parking and Gift Shop inventory sections as they have a new and better structure.

- Monona Terrace has a presence on both the Facebook and Twitter websites that was done originally to promote the Lake Vista Cafe. It is hoped that information about the community programming offered by Monona Terrace will reach a wider audience through these social media sites.

- Staff hopes the site will be ready to launch by June 15, and Mr. Glen encouraged Board members to let the staff know if they have suggestions.

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

Monona Terrace hosted 58 events in April versus the 62 events that were budgeted. Revenues for the month were -14%, revenues year-to-date were -6%. Expenditures were -4% for the month, -6% year-to-date. Revenue over expenditures is +\$52,000 year-to-date.

5. [14292](#) 2009 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events
- Two weddings have cancelled which would have yielded \$6,800 in rental revenue.
 - Weddings are holding steady in general, 111 on the books versus 110 held in 2008.
 - Cancellations and space reductions now total \$220,000.
 - Conventions are on pace with twenty-eight booked versus 28 budgeted.
 - Conferences are slightly behind pace with 33 booked events versus 40 budgeted events.
 - Banquets are -30 when compared to the previous year.
 - Meetings are even with 2008 as far as booked events, and above budget in spending.
 - The pace of events leaving Monona Terrace is slowing down.
6. [11917](#) Director's Report - Jim Hess, Director
- Board Report: There were no questions on the Board Report.
 - Mary Lang Sollinger was invited to join the Friends of Monona Terrace Board of Directors. They recently held a closed strategy session with no Monona Terrace staff present. They still may do a tile campaign at some point in the future when the economy improves; for now, the group is in "dormant" status. But the Directors still distribute interest earned in the Community Foundation fund to support community programming at Monona Terrace.
 - Hotel Update: Talks are progressing with the Marcus Corporation. Concerned downtown hoteliers will meet with the Executive Directors of the GMCVB Board on May 27, 2009. Monona Terrace will be represented, as well as City of Madison staff members; the author of the hotel study will be present to answer questions. Mr. Hess shared comments previously made by Innkeepers that will be clarified at the meeting.
- Mr. Glen asked if the proposed Edgewater expansion would adversely affect a new Marcus hotel. Mr. Hess replied that the 100+ additional rooms will not alleviate the need for more hotel rooms for Monona Terrace by a large factor, but it would be a good addition for the Madison destination. However, if smaller hotels continue to build on the periphery of the City, they would increase available occupancy to the point that a new downtown hotel may not be viable. Marcus Corporation has not made an official proposal to build another hotel.
- A quarterly meeting was held recently with the Mayor during which the hotel was discussed extensively. The Mayor visited Monona Terrace for the meeting, and toured the new Lake Vista Café.

7. [14293](#) Announcements from the Vice-Chair - Mona Adams Winston, Vice-Chair
- Board members are invited to attend the Opening Celebration of the Lake Vista Café on Tuesday, June 9, 2009 from 5pm - 7pm (rain date is June 11) at the Rooftop Garden. The event is co-hosted by the Greater Madison Convention and Visitors Bureau.

ADJOURNMENT

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

8. [14764](#) Visit to Lake Vista Cafe and Food Sampling (Weather Permitting) - Jim Hess, Director