



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, November 17, 2022

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 8 - Michael E. Verveer; David A. Aguayo; Aureliano Montes; Andrea R. Nilsen; Judith F. Karofsky; Glenn R. Krieg; James Ring and Angela Bozo
- Excused:** 5 - Jane Richardson; Mark J. Richardson; Alex Joers; Eric A. Rottier and Steven M. Peters

APPROVAL OF MINUTES

A motion was made by Nilsen, seconded by Ring, to approve the minutes as amended. The motion passed by voice vote/other.

Amendment: The meeting of the Lake Monona Waterfront Ad Hoc Committee listed in the minutes for November 16 was canceled due to Common Council budget deliberations.

PUBLIC COMMENT

1. [74632](#) 3 mins. per person

None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Additionally, Mike Verveer and Angela Bozo are both members of the Monona Terrace Booking Event Assistance Advisory Committee.

NEW BUSINESS

2. [74640](#) New Employee Introduction

Tim Mattix, the New Mechanic 1, was introduced to the board.
3. [74634](#) Contract Extension for Sound Production & Lighting, LLC: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [SPL amendment-4.pdf](#)

A motion was made by Krieg, seconded by Bozo, to Approve the contract extension. The motion passed by voice vote/other.

REPORTS

4. [74635](#) Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member, Board Chair

The meeting schedule was modifies due to the common council budget deliberations. The new schedule:

11/21/2022 Committee Discussion of Design Team Check-in Presentations
11/30/2022 Destination Madison/Madison Sports and Madison Bikes
12/07/2022 Clean Lakes Alliance and Ho-Chunk Representatives
12/21/2022 Madison Destination District
01/26/2023 Design Challenge Master Plan Presentations

At meetings 11/30 12/07, and 12/21 the design firms have the opportunity to ask questions of the visiting presenters. At the 01/26/23 meeting, the firms will be displaying their master plans.

5. [74636](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc 11-17-22.pdf](#)

Projections for the year have event revenue coming in at 4% over budget and overall up at 2.84% over budget.

	Budgeted	Projected
Banquets	171	178
Meetings	147	107
Conventions	26	24
Conferences	26	22

Entertainment events like Chosen Few Fighting Championships, and Q106 Storytellers have made an excellent comeback, though budgeted for revenues of \$20,000 the actual revenue produced is \$89,000.

Though meetings have not rebounded in numbers, the revenue produced by the meeting held this year is only 12% under budget. On a brighter note conventions have produced revenues 14% over budget this year. 2022 should end the year having held 488 total events of a budgeted 547.

6. [74637](#) Finance Report: Jeff Boyd, Business Manager

October was a busy month with five conferences and four entertainment events. Event revenue came in at \$523,000. Expenses were over budget in payroll and purchased services; however, the month still ended with a surplus of \$6,000. This year event spending averages have risen from \$7,000 to \$9,000 per event. Year to date the budget is at a \$299,000 surplus.

7. [74638](#) 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_11-17-22.pdf](#)

The director was able to get an update from the State regarding the parking ramp structural repairs. The State received bids, and has chosen a contractor. They are working with together on a time line for this multi-year, multi-phase project.

Staff is working on making the last of their 2022 capital budget purchases.

The director held a pizza party for staff to thank them for their hard work this year and especially the last couple of months which have been extremely busy.

8. [74639](#) Announcement from the Chair: Judy Karofsky, Chair
- A. December Board Meeting Cancellation Notice
- December's meeting is cancelled.

ADJOURNMENT

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