



City of Madison

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

Thursday, September 20, 2012

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Kevin Gould;
Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet
Gerlach and Thomas P. Solheim

Excused: 4 -

Mona Adams Winston; Ricardo A. Gonzalez; Susan Sabatke and Dianne
Hesselbein

APPROVAL OF MINUTES

A motion was made by Richardson, seconded by Verveer, to approve the minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

No public comment.

DISCLOSURES AND RECUSALS

No disclosures or recusals.

NEW BUSINESS

- [27671](#) Review of Monona Terrace Leadership in Energy and Environmental Design (LEED) Policies: Gregg McManners, Director and Jeff Griffith, Building Maintenance and Technical Supervisor

The 2007 LEED-EB Silver certification expires this year and Monona Terrace is pursuing recertification. Part of the protocol is that the Board must approve the policies regarding sustainable initiatives. Jeff Griffith was appointed to head the initial LEED certification process and is now leading the recertification process. He explained that the first certification was for LEED Existing Building; however, because LEED is continuously evolving and changing requirements, that type of certification is no longer available. Instead Monona Terrace will be pursuing the LEED-O & M (Operations and Maintenance) certification. Compliance to LEED standards has saved a significant amount of money so improving sustainability will be something Monona Terrace continues to pursue in the future. USGBC, who certify and generate the LEED criteria, are slanted towards new construction and making it nearly impossible for existing buildings to fit in to the criteria. The organization

is concentrating on where they can have the biggest influence so they can then pull the rest of the industry towards sustainable practices.

The policies that the board was asked to review earlier this month are very similar to the policies they approved in 2007. The modifications made are primarily in their formatting and wording.

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

2. [27672](#) Strategic Plan Dashboard Measurements Report: Gregg McManners, Director

The board was presented with a handout that showed the results of the Strategic Action Plan. There were 6 different performance indicators that were measured across all departments. The new measure of customer engagement showed excellent scores the first and second quarter. The monthly budget spending variance was well under the target of less than 5% variance. Overall the data reflected acceptable results as compared to the goals.

The Customer Survey was also provided to the board. The grades reflected superior customer satisfaction. There are two changes to the survey. First, a question was added that measures customer engagement by asking if they would be willing to recommend Monona Terrace. The second change was to remove the question about room climate as it was found to be too subjective and therefore useless data.

3. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

	Projected	Budgeted
Banquets	180	220
Meetings	200	215
Conventions	32	32
Conferences	33	30

Continuing strong, conferences are up 12% and conventions are up 9%. Meetings have made a small recovery; however, banquets are still lagging. With so many new wedding venues opened in the last few years Monona Terrace has gone from 120 weddings/year average to 100 weddings/year. It was noted that Monona Terrace does hold back from competing as aggressively as it could for wedding business because there is concern for how that would affect surrounding businesses in the community who host that business.

4. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

August finished with revenue at \$88,000 above budget. Expenses are slightly over budget but this is due to the extraordinary circumstance of having 3 employees retire this year. The subsequent payout in accrued sick leave & retirement benefits amounts to about \$50,000 of unbudgeted expense. This is a highly unusual occurrence which unfortunately cannot be budgeted per city policy. Normally the costs would be absorbed due to the absence of a worker in that position during the hiring process; however, these positions cannot be left empty, and hourly workers are brought in to do the jobs until hiring can

occur.

5. [27670](#) Director's Report: Gregg McManners, Director

A. GM DOS Meeting Minutes

At the GMCVB's General Manager/Director of Sales meeting held for hoteliers and those in similar industry, four representatives from EPIC shared insight into the company's User Group meeting. These reps were heads of meeting planning, administration, travel and marketing. The company expects to see 16-20% growth in attendance at this event in the near future. For the recent User Group Meeting, they currently obtain 6,200 rooms for their attendees in Greater Madison and supplement that with a hotel block of 600 rooms in Wisconsin Dells. Currently airlines like Delta add flights and schedule larger planes into Madison to accommodate this event. When asked if they will consider moving to a larger city they answer no. They explain that they want people attending to experience their campus and Madison. They also would not consider building a hotel on their campus because although it would help for this meeting, it would otherwise take away economic benefit from the community, and bringing this benefit to Madison is important to them.

B. Ramp work

The state has started the resurfacing work on the ramp. They are checking and redoing load-bearing joints to ensure the ramp's structural integrity. New equipment for the entrance/exits is the last task for this project.

C. City Handbook

Because the Union Contracts are set to expire in 2014, the city and the union are working on the development of a City Handbook. This book will be based on the current union contract with some modifications.

D. Dane Dances!

Dane Dances! had a phenomenal year. All 5 concerts were held outside with a total of 27,000 in attendance. Two of the concerts met full capacity. During the last concert in the series the line to get in stretched out to Wilson St.

Thanks in part to Dane Dances! Lake Vista Café is 28% ahead of last year's revenue and August was the second best month in Monona Catering history

E. Board Report

The Common Council approved a new panhandling ordinance for the capitol square and surrounding blocks. It is now illegal for anyone to panhandle downtown and the public is encouraged to call the non-emergency police line if they witness a violation.

6. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

No announcements from the chair.

ADJOURNMENT

A motion was made by Gerlach, seconded by O'Connor, to adjourn. The motion passed by voice vote/other.