



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 21, 2024

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Cathleen A. Dettman; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Elizabeth Doyle; Kevin Scheibler; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring
Excused: 4 - Aureliano Montes; Andrea R. Nilsen; Steven M. Peters and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [86085](#) 3 mins. per person
None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Mike Verveer is a member of the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center.

PRESENTATIONS

2. [86087](#) State of the Downtown: Jason Ilstrup, President, Downtown Madison Inc.

The board was introduced to Emily DeVor as the Director of Placemaking and Economic Development for Destination Madison and Downtown Madison Incorporated. She is a shared asset between the two organizations.

DMI has a Data Dashboard that is tracking the numbers of people in the downtown. They also have a Downtown Development tracker. Both tools can be found on downtownmadison.org

DMI initiatives for 2024 include bringing neighborhood business associations

together to increase cooperation between them. They also have started working on downtown safety with the help of a \$1M Federal grant to use a progressive approach to reducing crime. Additionally, they are advocating for outdoor accessible dining, increased air service, and affordable housing. With the latter being supported by a federal policy on tax credits for the revitalization of downtowns by converting office buildings to affordable housing.

Madison's downtown continues to see population growth with some of the lowest rental vacancy rates in the country. It's also doing better than most nationally in office and retail vacancies which is currently at 12%. Also of note, 80% of retail spaces are locally owned, which is much higher than most cities. The 2024 tourism statistics are not in; however, they should surpass 2023 which had \$314M in visitor spending.

DMI is working on a combination Public/Private Strategic visioning plan for Madison. It's the first of its kind. It's different from land use plans and instead will focus on programing, to create a unified strategy and vision that can inform the land use plans in 2026.

NEW BUSINESS

3. [86089](#) Authorizing Director and Board Chair to sign amendment with Sound Production and Lighting, LLC: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [2024-2025 SPL amendment-1.pdf](#)

A motion was made by Richardson, seconded by Rottier, to Approve the amendment. The motion passed by voice vote/other.

4. [86091](#) Authorizing the Director and Board Chair to sign agreement with Verizon Wireless: Jeff Boyd, Business Manager

Attachments: [Monona Terrace - Verizon GJ 11.5.24.pdf](#)

A motion was made by Aguayo, seconded by Richardson, to Approve. The motion passed by voice vote/other.

REPORTS

5. [86093](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_10-31-24.pdf](#)

The year end projections are for event revenue of \$4.95M versus a budget of \$4M. Overall revenue is projected to be \$5.2M versus a budget of \$4.3M. Event revenue performance is up. The only event category that was down to budget was banquets coming in at 161 versus a budget of 187.

6. [86095](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin_10-31-24.pdf](#)

October was a good month for conferences. Expenses were also up with an increase in wages, but the month ended \$80,000 to the good. Both conferences and conventions are spending more than the historical average. There were three retirement payouts this year equaling approximately \$190,000 which the city does not allow agencies to budget for. However, with increased revenues, this cost was absorbed.

7. [86097](#)

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_11-21-24.pdf](#)

The exhibitor service center, that provides an online shopping portal for events that have exhibitors will be rolled out for 2025.

The LEED recertification application will be submitted in December. In this new application cycle Monona Terrace should be able to receive gold certification. The consultant assisting with this certification will outline a path for getting back to the platinum level and Monona Terrace will work towards this for the next cycle.

Staff member Breanne Chase was given a Team City award from the mayor. The IT/AV manager position was not filled from the last recruitment process. The Facility Maintenance Manager has retired.

8. [86100](#)

Announcement from the Chair: Judy Karofsky, Chair

- A. December Board Meeting Cancellation Notice

Chair reminded the board, December's meeting is cancelled.

ADJOURNMENT