



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, October 18, 2012

4:30 PM

One John Nolen Drive
Community Terrace
Level 2

CALL TO ORDER / ROLL CALL

Present: 12 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mona Adams
Winston; Ricardo A. Gonzalez; Dianne Hesselbein; Kevin Gould; Glenn R.
Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P.
Solheim

Excused: 2 -

Susan Sabatke and Judith F. Karofsky

APPROVAL OF MINUTES

A motion was made by Ziarnik, seconded by Richardson, 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

1. [28005](#) Change of Board Meeting Dates & Start Time: Glenn Krieg, Chair

An earlier Board Meeting time may be more convenient for some of the Board Members. It was proposed that the current meeting time of 4:30 could be changed to an earlier time like 3:30 or 4pm. There were no objections to this proposal and after discussion 4pm was the time the group decided would be the new Board Meeting time.

Gregg McManners, Director, explained that the board by-laws require 12 meetings to be scheduled per year; however, not all of the meetings have to occur. In fact, the board has typically canceled 2 of the meetings yearly. The Director and Board Chair are allowed the option to cancel a meeting if it is deemed appropriate. Therefore, in an effort to ensure worthwhile meetings and the best use of the board's time, when a month's agenda is scant the meeting will be canceled.

REPORTS

2. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

	Projected / Budgeted
Banquets	180 / 220
Meetings	198 / 215
Conferences	33 / 32
Conventions	32 / 30

The projection this year is for event revenue to come in at .28% under budget. Compared to last year, convention revenue is up 11.5% and conference revenue is up 10.25%. Even with those increases and Community Events revenue coming in strong, the overall revenue will be down 1%.

In 2013 there are 34 pending conferences of a budgeted 33 and 30 conventions of a budgeted 27. As for banquets and meetings, the budget projections have been made with lower expectations for the market. Monona Terrace is only budgeting for 201 banquets and 193 meetings. On a positive note, groups are spending more on their events, an increase over last year by 15%.

3. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

September had 60 events of a budgeted 62. Revenue was down 12% this month due in part to a couple of conventions that spent considerably less than they have in past years. Operating expenses were down by 5% and the month's revenue came in \$25,000 under budget. Year-to-date revenue is down 2%, expenses are 1% under budget and total revenue is down \$36,000. October is a busy month and an increase in revenue is expected.

4. [28011](#) 2013 Budget Update: Gregg McManners, Director

The budget Monona Terrace submitted to the mayor requested \$225,000 out of the reserve fund to avoid making cuts that would impact jobs and programming. Rather than approving a dip into the reserve fund, the mayor proposed that the \$225,000 come out of the TOT. Leaving the reserve fund intact was welcome news. The city budget goes before the Common Council the 2nd week of November.

The future of the TOT fund is promising and there is city-wide discussion regarding what the source of its growth is, how long the growth can be sustained and what should be done with the money. Promoting Madison as a destination is the Mayor's priority and this works in concert with feeding the TOT; however, infrastructure is a large factor contributing to the TOT growth and the TOT cannot continue to grow at its current rate without an increase in hotel room inventory.

5. [28012](#) 2014 Renovation: Gregg McManners, Director

Tony Puttnam will be invited to present his carpet redesign at the next board meeting. The carpet RFP is already out to bid in order to make the factory deadline to manufacture the carpet in time for the installation scheduled during

the 2014 renovation.

The carpet to be manufactured will be Axminster; this uniquely constructed carpet interweaves the pile and backing and results in each face yarn of the carpet being locked into place resulting in superior durability and appearance retention. This carpet is purposely designed to withstand the wear and tear that is often associated with high traffic areas and it will last for 10 years, as has been the case with the current Axminster carpet in use at Monona Terrace. This carpet will cost \$38 per square yard and installation will be another \$300,000.

Other projects during the renovation will include restroom remodel and gallery installation to tell the Frank Lloyd Wright story of building Monona Terrace. In order to support building operations we will have to tap into the reserve fund in 2014. The mayor is well aware that capital costs for maintenance of the building will continue to increase due to its age, but he also recognizes Monona Terrace's contribution to the community economically.

6. [28006](#)

Director's Report: Gregg McManners, Director
A. Board Report

The Judge Doyle Square committee has had its first meeting and the minutes will be attached to the next board report, as will future meeting minutes from this committee. The RFQ should be ready by the end of the year. Gregg McManners is on the workgroup attending all of this committee's meetings but is not on the committee; however, Mike Verveer, current board member and Ann Kovich, former board member, are both on this committee.

7. [26335](#)

Announcements from the Chair: Glenn Krieg, Chair

No announcements from the Chair.

ADJOURNMENT

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

Excused: 2 -

Susan Sabatke and Judith F. Karofsky