



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, January 18, 2018

4:00 PM

One John Nolen Drive
Community Terrace

CALL TO ORDER / ROLL CALL

Present: 13 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; George Gillis; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 1 - Mark J. Richardson

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

A quorum of the Room Tax Commission was present.

NEW BUSINESS

- 50133** Approving the Developer's Selection of the Hotel Franchise Company and Hotel Operator for the New Hotel to be Built on Block 105 as a Component of the Judge Doyle Development Project.

Attachments: [Aimbridge Information \(002\)](#)
[Embassy Information Piece \(002\)](#)
[JDS Hotel Operator Approval 12/26/17 \(002\)](#)
[City - Block 105 Hotel Flag and Operator - Q and A with Beitler 1.16.18.pdf](#)
[Beitler Hotel Presentation-FC.pdf](#)

A motion was made by Karofsky, seconded by Richardson, to Refer to the FINANCE COMMITTEE. The motion passed by voice vote/other.
- 50112** Statement of Interest Reminder

The board was commended for having all of their SOIs submitted.
- 50113** Community Events Sponsorship and Year-End Report: Fran Puleo, Manager

of Community and Public Relations

Attachments: [2017 Community Relations Recap.pdf](#)
[Sponsorships for approval - January.pdf](#)

2017 Community Events Recap is attached.

A motion was made by O'Connor, seconded by Gillis, to approve the 2018 Sponsorships. The motion passed by voice vote/other.

4. [50114](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [BookingPace_NOV-DEC_2017](#)

2018	Budgeted	Projected
Conventions	28	28
Conferences	32	33 + 1 pending and 1 tentative

Banquet projections are down approximately 15 from what is budgeted for the year, while meetings are down 20 from what is budgeted for the year. These events are easy to pick up through the year and should be on budget in no time.

5. [50115](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [NovemberFinancials.pdf](#)

November revenues were up 18% over budget; however, the expenses were also up 10%, due to the fact that November expenses included the hourly salaries from October. October hourly salaries were higher than normal because October had a record 80 events. The month ended with a deficit of \$9,000 which brings the year to date surplus in revenue to \$380,000.

The 2017 year-end finance report will be shared at the next board meeting.

6. [50117](#)

Director's Report: Gregg McManners, 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: [Board_Report](#)

The new Guest Services Desk has been installed on level 4 at the main entrance.

Staff is still working with the State DOA and their subcontractor SPPlus on a resolution to undesirable changes they will be making to the operation of the parking ramp.

7. [50118](#) Announcement from the Chair: Glenn Krieg, Chair
A. The Finance Committee will need to meet before the February 15 Board Meeting
- A quorum of the Finance Committee should be available to meet an hour before the next board meeting; a confirmation will be emailed to committee members.**

ADJOURNMENT

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