



City of Madison

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

Meeting Minutes - Amended 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, October 20, 2022

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Alex Joers; Judith F. Karofsky; Eric A. Rottier; James Ring and Steven M. Peters

Excused: 4 - David A. Aguayo; Andrea R. Nilsen; Glenn R. Krieg and Angela Bozo

APPROVAL OF MINUTES

A motion was made by Verveer, seconded by Joers, to Approve the Minutes as amended. The motion passed by voice vote/other.

Amendment: Eric Rottier was not present at the 9/15/22 meeting.

PUBLIC COMMENT

None.

1. [74196](#) 3 mins. per person

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission, and 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 COO overseeing management of the Brookfield Conference Center.

PRESENTATIONS

2. [74191](#) Destination Madison Quarterly Report: Jamie Patrick, Vice President of Convention Sales, Sports & Service, Destination Madison

Attachments: [DM_QuarterlyReport.pdf](#)

Hotel occupancy continues to rise in the third quarter, with August at about 75% occupancy for Downtown hotels and the Greater Madison area. Average daily rate also continues to rise with August peaking at over \$200/day in the Downtown and Greater Madison peaking at about \$160/day. Looking forward,

there are concerns about inflation affecting the industry and slowing growth.

DM Sales staff is still on the path towards meeting their year-end goal for Monona Terrace with numerous pending contracts representing \$328,938 and 11,917 room nights. Staff continues to stay active with the hopes of attending up to 4 more tradeshow before year's end.

Madison Area Sports Commission had a busy quarter with Ironman in town for their 20th anniversary of racing in Wisconsin and NCAA Volleyball. They also were able to award \$20,000 in grants to local youths.

REPORTS

3. [74193](#) Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member and Board Chair

The meeting held on October 3 at the Central Library gave the public an opportunity to listen to the three design firms introduce themselves and share their team's unique perspective on master plan development. There are more meetings upcoming, some official Ad Hoc committee meetings and others tangential, sponsored by groups like Friends of Nolen Waterfront.

10/26/2022 Preliminary Report Public Engagement and Brittingham Boats
11/01/2022 Wright Design Series Presented by Friends of Nolen Waterfront
11/07/2022 Design Challenge Check-In
11/16/2022 Destination Madison/Madison Sports and Madison Bikes (Cancelled due to budget deliberations)
12/07/2022 Clean Lakes Alliance and Ho-Chunk Representatives
12/21/2022 Madison Destination District
01/26/2023 Design Challenge Master Plan Presentations
4. [74198](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_09-30-22.pdf](#)

After several busy months, event revenue is now 1% over budget and overall revenue is at 0.5% over budget. Besides an increase in events, another positive trend is the amount spent per event is trending higher than average. The number of banquets in 2022 has exceeded 2019's numbers; however, meetings, conferences and conventions have not rebounded in the same way as banquets.
The recommendations from the JLL Optimization study are now fully implemented. For Monona Terrace's part, this means holding space open for a slightly longer period than before, in order to ensure bigger events can get their dates in the calendar. After which, Monona Terrace sales staff will fill in around the big events with ones that are smaller and with shorter-term bookings.

The 2023 booking pace looks a lot like 2022 does and staff continues building up the calendar and filling the pipelines.
5. [74200](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin_09-30-22.pdf](#)

September had 5 conventions with a combined \$444,348 in revenue, versus 3 budgeted at \$180,000 in revenue. This raised total revenues for the month 66% over budgeted. Additionally, spending was only 3% over budget, ending the month with a revenue surplus of \$270,000. Of course, with a busier building, there is need for more labor. This will mean a significant increase in payroll expense for October since a portion of September's labor is paid in October. With five new hourly hires, managers hope to reduce the need for full time staff to work overtime.

6. [74202](#)

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_10-20-22.pdf](#)

Hourly and seasonal positions have been difficult to recruit for all city agencies. The interim HR Director is working on an initiative to help recruit and retain hourly staff. They are discussing an increase in pay rates, hourly staff sharing among agencies, and new ways to promote open positions.

The mayor recognized two Monona Terrace staff members at her #TeamCity awards ceremony this week.

The Chamber Dinner went very smoothly. Catering, operations and AV crews did excellent work. The Chamber often does more complicated and creative sets than other events. The schedule called for an immediate room flip after the event to accommodate WMC's Business Day the next morning. There were some staff here overnight. A lot of credit goes to staff for handling these big events back to back.

Moon over Monona Terrace was a well-attended event. It's the first time it could be held in person since the pandemic, as well as the first clear night in years allowing the telescopes to come out. It was great to see so many families.

ADJOURNMENT

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