



City of Madison

Meeting Minutes - Final

City of Madison
Madison, WI 53703
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MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, March 15, 2007

4:30 PM

One John Nolen Drive - Hall of Fame

Call to Order

Roll Call

Present: Sheridan A. Glen, Jeffrey B. Bartell, Warren E. Onken, Mona Adams Winston, Henry S. Lufler, Jr., Ann E. Kovich, William DiCarlo, Terence F. Kelly, George Nelson, Judy Sidran and M. Alice O'Connor

Excused: Tom Stoebig, George Nelson, Thomas J. Ziarnik and Wayne Bigelow

Public Comment (three minutes per person)

There were no citizens present who wished to address the Board.

Approval of Minutes - February 15, 2007

A motion was made by Onken, seconded by DiCarlo, to Approve the Minutes The motion passed.

New Business Items

1. Presentation of Slate of Officers for Election at April 19, 2007 Board Meeting - Bill DiCarlo, Chair, Nominating Committee

Mr. DiCarlo presented a slate of names for officers of the Monona Terrace Board of Directors:

Ann Kovich, Chair
Mona Adams Winston, Vice-Chair
Jeff Bartell, Secretary

A motion was made by DiCarlo, seconded by Onken to approve the slate of nominations and refer the election to the April meeting. The motion passed by voice vote.

2. Tenth Anniversary Celebration Update - Jeff Bartell, Chair, Tenth Anniversary Committee

Fundraising is well underway with \$56,800 in hand or promised. Mr. Bartell emailed Board members a copy of the list of companies and individuals that received a letter soliciting funds for the anniversary celebration, and encouraged Board members who had not already done so to make five to ten follow-up fundraising calls. He thanked Mr. Kelly for recruiting a number of sponsors, and for a \$10,000 Platinum Level contribution from his company. Costs associated with the performance from the Wisconsin Chamber Orchestra are considerably lower than expected. Companies who have already contributed or pledged to do so include:

- Madison Gas and Electric
- M & I Bank
- First Weber Group
- Associated Bank
- Friends of Monona Terrace
- Hiebing Group
- Mortenson Investment Group
- Axley Brynelson
- J.H. Findorff & Son
- Electronic Theatre Controls

Mr. Glen suggested that Board members contribute and be recognized as a group rather than individuals. Contributions can be sent to staff at Monona Terrace.

Mr. McManners informed the Board of other estimated costs to be included in the budget (does not include media costs):

- Audio/visual production (Sticha Brothers) - \$10,000
- Bands - \$5,000
- Promotional materials/security - \$7,500

Budget estimates for the event remain at approximately \$88,000. The target date to successfully complete fundraising efforts is the end of April. Chair Kovich suggested sending "Save the Date" cards to all those who were invited to the economic impact study event last summer to assure that all major stakeholders are aware of the anniversary celebration. A resolution will be sent to the Common Council in April authorizing acceptance of funds for the event. Mr. Hess will attend to answer any questions.

3. Rooftop Kiosk Project Update - Gregg McManners, Director of Operations

Contracts for the project were awarded to Bauer & Raether, and a pre-construction meeting will be held in the near future. The pre-cast panels continue to be an issue and may delay construction because they must match the existing building finish. Potter-Lawson is the design firm for the project. The goal is to have to project completed and operational by Memorial Day.

Authorizing the Mayor and City Clerk to execute a First Amendment to Equipment Leasing Agreement by and between the City and Madison Gas and Electric Company.

RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER Mr. McManners provided an update on this agreement between the City and Madison Gas and Electric for an emergency generator and associated components on Monona Terrace property. Madison Gas and Electric provides an offset in the form of a credit to Monona Terrace under the terms of this agreement. This is an on-going expense each month, and two (2) 500 kilowatt generators will be paid for at the end of the contract. The Board took no further action on this topic.

5. Finance Report - Gregg McManners, Director of Operations

Finances in February were soft with a \$30,000 drop in revenue. While the number

of events was the same as forecasted, the mix of events was different which was responsible for the lower revenue levels. Year-to-date, however, revenues are \$68,000 ahead of budget. Expenses were down for the month.

In response to a question from Mr. Bartell, Mr. McManners confirmed that Chris Duerner has left Monona Terrace to begin her new job responsibilities at the Overture Center. The position is currently being advertised, and all up front work associated with finding her replacement is handled by the City Human Resources Department, including screening the applications. Monona Terrace does not see the applications until they have been certified by Human Resources. It is hoped that the position will be filled by the end of May.

Mr. Kelly asked if Monona Terrace needs a Director of Finance or someone with lesser experience. Mr. McManners responded that while it is important to find someone with the necessary accounting abilities, it would be extremely beneficial to hire someone who also has experience in the hospitality industry.

Adjournment

A motion was made by Lufler, Jr., seconded by Bartell, to Adjourn The motion passed.