



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, August 19, 2010

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 -

Sheridan A. Glen; Jeffrey B. Bartell; M. Alice O'Connor; Mona Adams Winston; Ann E. Kovich; Dianne Hesselbein; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg and Thomas J. Ziarnik

Excused: 2 -

Henry S. Lufler, Jr. and Judy Sidran

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

NEW BUSINESS

1. [19293](#) Presentation to Retiring Board Member, Wayne Bigelow - Mona Adams Winston, Chair

Chair Winston praised Mr. Bigelow's service to the Board. He replied that he really enjoyed his time on the Monona Terrace Board, and commented that he thought it was the hardest working Board on which he had ever served. He also had high praise for the Monona Terrace staff that he called "the best staff in the business." A memento from the Monona Terrace Gift Shop was presented to Mr. Bigelow.
2. [19296](#) Introduction of New Board Member, Judith Karofsky - Mona Adams Winston, Chair

Chair Winston introduced Ms. Karofsky who was appointed by the County to replace Anne Katz whose term had expired. Chair Winston also reviewed Ms. Karofsky's professional background and welcomed her to the Board. Ms. Karofsky addressed the Board saying that she really looks forward to working with everyone.
3. [19294](#) Process of Hiring New Director - Lorie Olsen, City of Madison Human Resources Department

Ann Kovich, the Search Committee Chair, read the portion of the By-laws that

pertain to the hiring of the Executive Director. She stated that clearly the Board would be very active in the hiring and continuing employment of the Director.

Ms. Olsen introduced Sylvia Moss to the Board, explaining that she and Ms. Moss will be working together to screen the applicants. She further explained that Karl Van Lith, also with the Human Resources Department, will be working as a facilitator for the Search Committee (Ann Kovich, Chair, Alice O'Connor, Tom Ziarnik, Glenn Krieg, Judy Sidran, and Bob Caston). Ms. Olsen handed out the Executive Director Job description that will be posted. She explained the "Required Supplemental Information" section indicating that it will provide criteria for easier evaluation of the applicants.

The recruitment closes on October 1st. Those candidates that meet the requirements will be sent to the Search Committee to review and they will choose a number of candidates to send on to the Oral Interview Panel. After the oral interviews, the Panel will forward one to three applicants to the Mayor who will select the new Director. Ms. Kovich asked Attorney Jeff Bartell to review the employment contract for the new Director, and he agreed. She also reminded everyone that the information they see in the applications is confidential and cannot be shared outside the Committee with which it is being discussed.

4. [19295](#)

GMCVB Second Quarter Update - Deb Archer, President, GMCVB

Ms. Thering-Tuschen gave a PowerPoint presentation, the highlights of which included:

Monona Terrace Contract Revenue goal for 2010 is \$625,000 and YTD conventions and conferences are at \$168,644; all contracted events are at \$203,925.

YTD 47 leads were produced for Monona Terrace, overall leads produced for the area equal 128. The direct spending YTD for all 43 confirmed GMCVB events is \$22,501,128; the goal is \$28,000,000.

Total contracted room nights YTD equals 27,780.

Services Team: This department deals with anything a client needs in addition to what the facility provides. There were 42 events that needed extra services in the second quarter. YTD there were 34 small sales leads (= under 250 in attendance) and 14 service request leads.

GMCVB PR value goal for Monona Terrace in 2010 is \$200,000; YTD they have reached \$56,994; Destination PR value goal for 2010 is \$500,000; YTD they have reached \$452,168. Highlights of that publicity include mention in Wisbusiness.com "USA Cycling 2010 Collegiate Road National Championships," Meetings Focus "Madison Capital Strides," Trade Show Weekly "North America's Venue LEEDers," and Hotel Online "Madison's new Hyatt brings new twist to the hotel experience." Mr. Glenn asked if the addition of the Hyatt was accommodating larger pieces of business. Ms. Thering Tuschen said the Hyatt does not change the demand formula, and does not increase the available room block.

Mr. Hess commented that the hotel talks with Marcus are heating up again due to the development of the train station at the DOA building. Mr. Hess spoke to them about what Monona Terrace would like to see in a new hotel.

5. [19297](#)

Executive Committee Report - Mona Adams Winston, Chair

2011 Operating Budget Recommendation - Mr. Hess explained that the Mayor had provided a base budget of \$3,022,364 that Monona Terrace is not to exceed, which is the same amount as our 2010 subsidy. Staff had to make cuts to expenses totaling \$277,179 (7.5%) out of the 2010 Adopted Budget to make the base budget due to reduced revenue projection as a result of ongoing recession. The Mayor also requested that all agencies submit a list of potential cuts equal to at least 6% of the base budget, which would represent an additional \$181,342 in cuts. Mr. Glen asked if cutting the energy-efficient light replacement program and the MGE Green Power Tomorrow program will have any effect on our LEED certification. Mr. Hess replied that it would not affect our current certification, but proceeding with the implementation of those programs would help in achieving recertification in the future.

Ms. Kovich said that the members of the Executive Committee and representatives of the Finance Committee met recently and decided that cutting this much would position Monona Terrace at the tipping point where staff can no longer deliver the service or facility standards expected by customers. The Committee decided to draft a letter to the Mayor requesting that Monona Terrace have the flexibility of not requiring the additional 6% cuts in that the facility is an economic catalyst for the City and the region. A draft of the letter was distributed to the Board and comments were solicited. Chair Winston said the Executive Committee recommended adoption of the budget - Ms. Kovich made a motion that the Board should send the letter along with the budget to the Mayor, seconded by Ms. Hesselbein. The motion was passed by voice vote/other.

Approval of the Search Committee: (Ann Kovich, Alice O'Conner, Glenn Krieg, Judy Sidran, Tom Ziarnik and Bob Caston.) Diane Hesselbein made the motion to approve the Committee, seconded by Mr. Bartell. The motion was passed by voice vote/other.

6. [14291](#)

Finance Report - Kathi Hurtgen, Director of Finance

The July Board meeting was cancelled, so both June and July results were presented to the Board. Event totals for June were down (62 events instead of the 70 meetings that had been budgeted); the monthly budget variance was at -24%. Total operating expenditures were -11%, and total revenue -\$31,000, leaving a YTD surplus of \$103,000. A similar pattern occurred in July when 50 events were held rather than the budgeted amount which was 58.; the monthly budget variance was at -45%. This was largely due to the fact that the National Kidney Foundation Transplant Games were budgeted to be part of July, but they actually ended in August and will be part of August revenues. Our total operating expenditures were -10%; total revenue was -\$76,000, leaving a YTD surplus of \$30,000. Ms. Kovich complimented the staff on their efforts to reduce costs.

7. [17074](#)

2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and

Events

Mr. Hess gave the report as Mr. Zeinemann was out of the office. Pacing is good and in line with the internal budget. One convention, GKA Research, cancelled, and their deposit will be retained. Meetings and banquets are both down; banquets budgeted = 240, booked = 231; meetings budgeted = 240, booked = 190. Staff anticipates an improved business climate in 2011, and hopes that reserve funds will not have to be used.

8. [11917](#)

Director's Report - Jim Hess, Director

Board Report - There were no questions or comments.

Lake Vista Café Update – the weather has a significant impact on Lake Vista Café business. Year-to-date revenues total \$ 97,000; 62% of that business is lunch and 37% is dinner. Ms. Lemke introduced Kim Nelson, the COO of Monona Catering. He commented that the company is pleasantly surprised with the great success of the LVC. Mr. Bartell asked if the sales are predominately food or alcohol, and Ms. Lemke replied that it is food. She added that they did do quite a bit of business in beverages at the 1st Dane Dances! which was held on a beautiful summer evening on the rooftop.

High Speed Rail Update – There are four options for platform design. One option includes an egress onto Olin Terrace; however they have determined that the freight trains will have to use the north track (land side) which would eliminate this egress. This has to do with the length of the track and aspects of switching for the freight trains. Therefore the center platform option is seems to be the best option. Additionally, having a center platform will make the station more versatile.

Stagehands Update – Stagehands are now considered to be City Employees and several of them have filed a complaint to have retroactively applied payments made to their retirement funds. Monona Terrace exposure could be \$65,000 - \$140,000. It is possible that the City won't be responsible for any retro-payments before January 2010.

9. [18300](#)

Announcements from the Chair - Mona Adams Winston, Chair

Chair Winston reminded the Board that committee appointments need to be made; there are two open positions on the Finance Committee, one position open on the Operations/Marketing Committee, and one open on the By Laws and Succession Planning Committee. She will wait until the City and County make the necessary appointments to fill the two vacant seats on the Board before making any decisions.

ADJOURNMENT

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