



City of Madison

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

Thursday, September 18, 2008

4:30 PM

One John Nolen Drive
Ballroom C

CALL TO ORDER / ROLL CALL

Present: 10 -

Mark M. Opitz; Thomas J. Ziarnik; Judy Sidran; Ann E. Kovich; Jeffrey B. Bartell; Warren E. Onken; Mona Adams Winston; William DiCarlo; Anne Katz and M. Alice O'Connor

Excused: 4 -

Sheridan A. Glen; Henry S. Lufler, Jr.; Glenn R. Krieg and Wayne Bigelow

APPROVAL OF MINUTES

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

PUBLIC COMMENT

There were no citizens present who wished to address the Board

REPORTS

1. [11915](#) GMCVB Second Quarter Report, Krista Flanagan, Vice President, Sales and Marketing, GMCVB

GMCVB Second Quarter Report - Krista Flanagan, Vice President, Sales and Marketing, GMCVB

Ms. Flanagan addressed a recent newspaper story regarding Ironman that stated local sponsorship is becoming difficult to obtain, but clarified that the national organization, North American Sports, is committed to supporting the event in Madison. The current contract extends to 2010, and other future years are being discussed as well. The GMCVB may become more involved in managing this important event that is such an economic benefit to the Madison area.

Ms. Flanagan distributed a GMCVB-generated handout called "Winning Minds and Hearts" that features five or six prominent local people and why they feel it is important to support the GMCVB and Madison as a destination. The handout explains the role of the GMCVB which is to attract the "best and brightest events and conventions" to Madison. Ms. Flanagan encouraged the Board members to share their city with their professional organizations in an effort to assist the GMCVB in this mission.

Ms. Flanagan reported that the GMCVB is behind last year's pace at this time, largely because there is more reluctance by event planners to sign contracts because of the difficult financial climate. She stated more incentive monies are necessary to buy pieces of business for Monona Terrace and Madison as a destination market. If those funds were available, the GMCVB has a possible \$575,000 in additional business on which they could close. The Event Assistance Fund balance is \$100,000 at its highest level, other GMCVB's in similar-sized cities in the national market are funded at the \$200,000 - \$300,000 level.

Year-to-date, the GMCVB is on pace for lead generation with Monona Terrace leads doing particularly well.

The tri-city partnership with Hartford, CT and Spoke, WA has been very successful

She showed a short video that is an accompanying piece to the handout the GMCVB shares with potential groups to encourage them to choose Madison as a destination.

Direct spending impact for city-wide confirmed events is \$17,858,956, ahead of last year's pace at this time which was \$14,987, 601.

Second quarter publicity value totaled \$42,667.

2. [11916](#)

Retirement of Diane Buchanan, General Manager, Monona Catering - Jim Hess, Director

Diane Buchanan is retiring on October 13, 2008 following 11 years with Monona Catering. She was appointed as General Manager in 2000, and has provided excellent leadership. She helped establish the high standards of catering quality, creativity, presentation, and customer service. Ms. Buchanan is active in a number of civic organizations such as the Greater Madison Convention and Visitors Bureau Board of Directors on which she served for several years, the Community Relations Committee, and the City of Madison Streetcar Committee.

Mr. Hess commented that Ms. Buchanan and Monona Catering are an integral part of the successful operation of Monona Terrace. Through her leadership, she has provided excellent training for the Monona Catering staff, and the organization far exceeds any other similar facility of which he is aware. He thanked Ms. Buchanan for her leadership and professionalism, and said that she will be sorely missed. He also stated that Patty Lemke's promotion to the General Manager position will be a seamless transition, and wished her well as she assumes her new responsibilities.

Ms. Buchanan thanked the Board and Monona Terrace staff members for their support over the years, and said the experience of working at the facility was one of the highlights of her life. The presentation concluded with a round of applause from the Board.

3. [11554](#)

TOT Study Committee Update - Tom Ziarnik

Members of the TOT Committee met with the Mayor recently to discuss the

draft report. The Mayor stated there would be no additional funds for the GMCVB in 2009.

The Committee will meet again on Monday, September 22, 2008 to finalize the TOT Study Report for presentation to the Common Council.

It is the Committee's belief that there is not enough money in the Event Assistance Fund to support groups that want to come to Monona Terrace and other facilities in the area.

Mr. Ziarnik encouraged the Board to support increased funding for the GMCVB and the Event Assistance Fund. Chair Kovich replied that the Finance Committee will discuss the topic before a recommendation is made.

Ms. Flanagan, GMCVB, said it is important to review how the Event Assistance Funds are allocated. The GMCVB needs flexibility, not the original 1998 formula that is in place currently. She is concerned that Monona Terrace events could decline because the GMCVB won't have the funds to book additional business.

4. [11555](#)

Finance Report - Kathi Hurtgen, Finance Director

The month of August was a busy one with 36 events booked instead of the 33 events forecasted, which accounted for revenues being 43% above budget, or +\$195,000 for the month.

Expenses were +5% and on budget year-to-date.

Revenue is expected to be +5% at the end of the year.

The union contract has been settled which will result in retro pay in the month of October that will absorb approximately 20% of the current surplus. There will also be a comp time payout to lower levels to 40 hours or less.

5. [11917](#)

Director's Report - Jim Hess, Director

- Board Report
- Lake Vista Cafe Update
- Employee Recognition Update

There were no questions regarding the Board report. Mr. Hess complimented Monona Catering on the recent, very successful Chamber of Commerce annual banquet, which served 1,025 guests.

Lake Vista Cafe Update:

The Cafe is approximately 95% completed, with all panels delivered and installed. Measurements will be taken for the stainless steel countertops that will be installed next, and then the finish work can be completed.

The project is 100 days overdue, and Monona Terrace is withholding \$66,227. If the vendor chooses to appeal the decision regarding the penalty monies, the case would go before the Board of Public Works.

It is anticipated that a "soft opening" of the Cafe will occur in May 2009,

followed by the public Grand Opening.

Capital Budget Update:

The Capital Budget was presented to the Board of Estimates on September 8, 2008.

Monona Terrace may assume responsibility for the kiosk outside M&I Bank to be used for publicizing events in the building. The kiosk would need to be redesigned if there are funds in the budget to do so.

Feasibility Study Update:

Mr. McManners said the consultant, Hunden Strategic Partners, is 90% done with the draft report and ready to meet with the Downtown Hotel Feasibility Study Committee during the week of October 6, 2008.

6. [11557](#)

Announcements from the Chair - Ann Kovich, Chair

Chair Kovich encouraged the Board members to attend the farewell party for Diane Buchanan at Tutto Pasta Cucina Italiana on Monday, October 13, 2008, at 5pm and join the staff in wishing her a fond farewell and a happy retirement.

ADJOURNMENT

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