



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved 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, February 15, 2024

4:00 PM

One John Nolen Drive
Meeting Rooms MNRQ

CALL TO ORDER / ROLL CALL

Present: 11 - Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Elizabeth Doyle; Adam Heffron; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier; Steven M. Peters and Angela Bozo
Excused: 3 - Jane Richardson; Andrea R. Nilsen and James Ring

APPROVAL OF MINUTES

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

File 81554, second paragraph, last sentence: changed the word "should" to "could"

PUBLIC COMMENT

1. [81990](#) 3 mins. per person
None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center.

NEW BUSINESS

2. [81653](#) Adopting the Lake Monona Waterfront Master Plan (District 4, District 13, District 14)

Attachments: [LMW Board of Park Commission memo 03-27-24.pdf](#)
[Lake Monona Waterfront Master Presentation - BPC.pdf](#)
[Lake Monona Waterfront Master Plan Draft](#)
[LMW Transportation Commission Letter.pdf](#)
[Lake Monona Waterfront Master Presentation.pdf](#)
[\[public\] TC 1-30-2024 comments on multiple agenda items.pdf](#)
[Urban Design Commission memo 02-21-24.pdf](#)
[Lake Monona Waterfront Master Presentation - UDC.pdf](#)
[Public Comment 03-24-24 .pdf](#)
[Lake Monona Waterfront Master Presentation - PC.pdf](#)
[Alder Evers Comments 03-24-24 .pdf](#)

A motion was made by M. Richardson, seconded by Krieg, to Return to Lead with the Recommendation for Common Council to Adopt to the BOARD OF PARK COMMISSIONERS. The motion passed by voice vote/other.

3. [81991](#) Finance Committee Report and Recommendation: Glenn Krieg, Subcommittee Chair
A. 2025 Base Room Rental Fees
B. 2025 Guest Price list for Equipment and Services

A motion was made by Bozo, seconded by Doyle, to Approve the 2025 Base Room Rental Prices and 2025 Guest Price List for Equipment and Services. The motion passed by voice vote/other.

REPORTS

4. [81993](#) Monona Catering Year-End Report: Wendy Brown Haddock, General Manager

Attachments: [rptMC 2-15-24.docx](#)

Monona Catering had a good year in 2023, it was not back to pre-pandemic revenue, but got close with a total revenue of \$6.8M. This is an increase of 21.4% over 2022. Full report is attached.

5. [81995](#) Business Office Year-End Financial Report: Jeff Boyd, Business Manager

December ended the year well. There were 22 banquets vs a budget of 10. The supply expenses were higher because a year-end budget surplus allows managers to stock up on consumables to take the financial weight off of the first quarter in the new year. The same goes for services, some marketing dollars were spent in 2023 to take advantage of the surplus in the budget.

2023 ended with an overall surplus of \$681,000. This surplus can be attributed to the fact that there were 20 more events held than was budgeted and there was an increase in spending per event. Although payroll and services (especially utilities) expenses were up, on the supplies side staff managed to stay under budget. These results are preliminary and subject to change due as the city will be backdating expenses into 2023 through next week.

6. [81997](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_01-31-24.pdf](#)

Event types	Budgeted	Projected
Banquets	187	182
Meetings	115	120
Conventions	27	24 (3 pending, 3 tentative)
Conferences	20	21 (1 pending, 1 tentative)

If all the pending and tentative contracts convert, 2024 will have 53 conventions and conferences. As reference, in 2019 there were 60 conventions and conferences. Destination Madison is doing a great job of bringing in the bigger events, farther out in the calendar.

Projected event revenue is down 1.8% from budget and 1.5% overall, that's \$4.2M verses \$4.3M. This early in the year and along with the trends in spending, the variance is not insurmountable.

7. [81999](#)

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_02-15-24.pdf](#)

The building reopened on January 27 after a 3-week closure for renovation. The carpet installation was the biggest renovation project and started early, December 18. Primarily due to installer staffing issues the installer was unable to complete the project on time. The skywalk and Lakeside Commons have been scheduled for completion in February and March. The lecture hall carpet (which was not replaced during the previous renovation) required the removal and reinstallation of the seating, which added to the complexity of that project. The installer noted that this project is their most difficult installation due to the carpet pattern itself and the curves throughout the building. Other renovation projects included kitchen floor resurfacing, refinishing of the furniture and tables in the Wisconsin and Dane rooms and regrouting of the main entrance tiles.

Community Events teamed up with the Parks Department to host the Family Winter Prom which turned out to very nice and well attended. The next big Community Event is Terrace Town coming up in March.

Adam Heffron will be resigning from the board. He's taking a position in Ohio.

8. [82001](#)

Announcement from the Chair: Judy Karofsky, Chair

- A. Nominating Committee will meet prior to March 21 Board Meeting
- B. Farewell to Adam Heffron

Nominating committee needs to meet prior to the March board meeting.

Farewells were shared with resigning board member, Adam Heffron.

ADJOURNMENT

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