



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, April 12, 2012

4:30 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 10 -

Michael E. Verveer; M. Alice O'Connor; Mona Adams Winston; Ricardo A. Gonzalez; Ann E. Kovich; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg; Chet Gerlach and Thomas P. Solheim

**Excused:** 4 -

James Ring; Sheridan A. Glen; Dianne Hesselbein and Thomas J. Ziarnik

### APPROVAL OF MINUTES

**A motion was made by DiCarlo, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.**

### PUBLIC COMMENT

### DISCLOSURES AND RECUSALS

### NEW BUSINESS

1. [25867](#) Amending Section 8.39 of the Madison General Ordinances to change the composition of the Olin Terrace Use Team, change the name to Olin Terrace Use Commission, update the procedures for review and approval of Olin Terrace Special Use Permits, amending Sec. 8.38 to clarify the use of vehicles on Olin Terrace, and creating Sec. 33.27(1)(c) to include the Olin Terrace Use Commission in the list of "Full Committees."

**A motion was made by Kovich, seconded by Karofsky, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

2. [25898](#) Election of Board Officers: Bill DiCarlo, Nominating Committee Chair

**Nominations:**

**Glenn Krieg for Chair  
Alice O'Connor for Vice Chair  
Judy Karofsky for Secretary**

**Kovich made a motion to elect the presented slate of officers, seconded by Verveer. The motion passed by voice vote/other.**

3. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

The pace is very similar to last month's report.

	Actual	Budgeted
Banquets	188	220
Meetings	190	215
Conventions	32	32
Conferences	30	32

There was one conference cancellation this month.

Looking ahead to 2013:

**Conferences**

15 definite  
4 with contracts out  
5 working

**Conventions**

20 definite  
3 with contracts out  
10 working

The pace has slowed down 7% due to slow sales in March. The budget is down by 2.5% due to several conventions in March that had very low spending in comparison to their average. In all March conventions spent \$80,000 less than forecasted.

4. [25900](#) Monona Terrace Event Assistance Fund 2011 Year-end Report: Bill Zeinemann, Associate Director - Marketing and Event Services

This is a report that the BOE gets regarding the Event Assistance Fund Activity. This fund is used to help provide incentives to groups considering Monona Terrace for their events. \$194,555 was approved for events held at Monona Terrace in 2011; this had an economic impact on Madison of \$10,623,700. The return on investment is enormous. Through the year 2017 there are \$399,994 in future commitments; this will have an estimated Direct Spending Impact of \$20,247,660. A board member commented that this is a great way to remind people of the value that having events at Monona Terrace can bring to the city. The board also requested to see this report on an ongoing basis as it is issued quarterly.

5. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

March had 48 events of a budgeted 53, and though normally this small disparity would not have a huge impact on revenues, this month many of the events spent considerably under their averages causing revenues to be down 26%. Expenditures were down only 1% due to an annual expense of \$53,000 that unexpectedly hit this month. These impossibly unpredictable occurrences were not accounted for when budget projections were being made so the total revenue for March ended up in a loss of \$79,000.

Staff is not worried that March represents a trend. It seems to be an anomaly

and it looks like revenues will rebound in April.

In other financial news WERC has ruled that Stage Hands are considered City Employees and should be provided with WRS plans. The Stage Hand union has sued and won back pay for all WRS payments owed to them by the city. This is a million dollar settlement. Monona Terrace's liability will be anywhere from \$125,000-250,000. This is not currently in our budget, and it has not been ruled on whether this payment will be requested of Monona Terrace or be taken out of the TOT fund or a hybrid of the city's General Revenues and TOT. Overture's portion of the liability will be paid through the city's Reserve Fund, as agreed upon when the Overture transitioned to being privately operated.

6. [22041](#)

Director's Report: Gregg McManners, Director

The reports shared included the Joint Services with Alliant Energy. A moment was taken to recognize the retirement of long time director of the Alliant Energy Center and member of the Board, Bill DiCarlo. His relationship with Monona Terrace has been mutually beneficial to both organizations and the staff; he will be missed.

The Small Business and Employment Opportunities Report was presented and reviewed with the Board.

Both the Joint Services with Alliant Energy Center of Dane County 2011 Annual Report and the Small Business and Employment Opportunities 2011 Annual Report were received and filed by the Board.

The Room Tax Collection Fund is up \$1,000,000 and is one of the few funds to have actually increased in 2011. Director Gregg McManners has made an effort to meet with City Alders and discuss the investment of these funds and educated them about Monona Terrace's relationship to downtown developments such as Block 88. Based on these discussions and others, it looks like the Mayor is moving full speed ahead with the development of Block 88 or "Judge Doyle Square" as he likes to refer to it.

McManners informed the board that he had recently met with the new director for the Overture Center, Ted DeDee.

7. [18300](#)

Announcements from the Chair: Mona Adams Winston, Chair

The Chair thanked the Board for adjusting their schedules to make this early board meeting possible.

## ADJOURNMENT

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