



City of Madison

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

Thursday, March 18, 2010

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 8 -

Mona Adams Winston; Henry S. Lufler, Jr.; Ann E. Kovich; Mark M. Opitz;
William DiCarlo; Glenn R. Krieg; Judy Sidran and M. Alice O'Connor

Excused: 6 -

Sheridan A. Glen; Jeffrey B. Bartell; Warren E. Onken; Anne Katz;
Thomas J. Ziarnik and Wayne Bigelow

APPROVAL OF MINUTES

A motion was made by Lufler, Jr., seconded by Sidran, 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. [17332](#) Executive Committee Report - Ann Kovich, Chair
- Inquiry about Military Recruiters at Monona Terrace / Review of Exiting Policy
- Board Appointments
- Inquiry about Military Recruiters at Monona Terrace / Review of Existing Policy:**

The Executive Advisory Committee (with assistance of Anne Zellhoefer, City Attorney's Office) carefully reviewed requests from two citizens who had heard that military recruiting was taking place at Monona Terrace. One of the citizens requested that Monona Terrace adopt a policy banning military recruiting on the premises, or mandating that opposing ideas or parties may be represented. Monona Terrace does not control free speech and any change in policy would be unconstitutional. The Executive Committee unanimously agreed that Monona Terrace should continue to enforce its existing solicitation policy, and that no new policy regarding military recruitment should be implemented. A motion was made by Lufler to approve the recommendation of the Executive Advisory Committee, seconded by Sidran. The motion was approved by voice vote / other.

Board Appointments:

The terms of seven Board members expire on May 1, 2010:

City: Warren Onken, Mona Adams Winston
City Alternate: Alice O'Connor
County: Mark Opitz, Anne Katz, Glenn Krieg
County Alternate: Wayne Bigelow

Staff is talking with the Mayor and County Executive about these impending vacancies, and more information should be available at the April 15 Board meeting.

2. [17621](#) GMCVB Year-End Numbers and Outlook for the Year - Kristi Thering-Tuschen, Director of Sales, Greater Madison Convention and Visitors Bureau
- The GMCVB closed 21 contracts for a total of \$502,949 in contract revenues at the end of 2009. The business represents a total of 26,666 room nights with an attendance of 50,485 people, and direct spending impact of \$12,403,847 by those guests. The GMCVB presented 206 total leads for the community, and 94 of those leads were for Monona Terrace. The GMCVB had 81,571 total room nights contracted which equaled \$41,201,869 in direct spending. The total number of small sales and service request leads in 2009 is 86, and this represents sales leads for groups under 250 in total attendance. During the fourth quarter, the Services Team connected with 26 groups that have an interest in booking Monona Terrace.

3. [17798](#) Support Services Committee Report - Tom Ziarnik, Chair
- High Speed Rail Station
- Mr. DiCarlo presented the report as Mr. Ziarnik was not able to attend the Board meeting. The Support Services Committee met on March 12 to hear a presentation by a citizen group regarding the proposed Yahara Train Station. The group feels that the Yahara Train Station is a better, more ideally suited location (between Burr Jones Field and First Street) than the station proposed at the Dane county Regional Airport. The Yahara Station would only be 1.6 miles from the Capitol, and have multi-modal capabilities. There is still a great deal of information to be collected by citizen and City groups before any decisions can be made, and input from Monona Terrace may be requested. Mr. Hess pointed out that the State has hired CH2M Hill to evaluate and recommend a location for the station. The Board made no recommendations at this time.
4. [17774](#) Reports Required by the Monona Terrace Agreement - Jim Hess, Director
A. Joint Services with the Alliant Energy Center Report
B. Small Business and Employment Opportunities Report
- Two reports are required annually to remain in compliance with the terms of the Monona Terrace agreement - Joint Services with the Alliant Energy Center and Small Business and Employment Opportunities. Following a brief review, a motion was made by Sidran, seconded by Winston, to receive and file the reports. The motion was approved by voice vote/other.
5. [17553](#) Presentation of Slate of Officers for Election at the April 15, 2010 Board Meeting - Bill DiCarlo, Chair, Nominating Committee
- The Nominating Committee, consisting of Board members Bill DiCarlo, Alice O'Connor, and Judy Sidran, presented the following slate of officers for election:
- Mona Adams Winston, Chair
Glenn Krieg, Vice-Chair
Alice O'Connor, Secretary
- There were no additional nominations from the floor, and the election will take place at the April 15, 2010 meeting.
6. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance
- There were 49 events in February, an increase over the budgeted 46 events. Revenue totals for the month were -7% compared to budget, year-to-date amounts are +2%. Expenses for the month were -9% compared to budget, with a variance of -7% year-to-date. Revenue over expenditures was \$32,000 for February, and \$82,000 year-to-date.
- The Board members congratulated the staff for their efforts to maximize revenues and reduce expenses. Ms. Kovich sent a letter of thanks from the Board to the staff, praising their financial stewardship of Monona Terrace. Mr. Hess commented that one of the favorable factors was banquet event averages that were higher than expected (\$5,140).

7. [17074](#) 2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

Mr. Hess presented the report as Mr. Zeinemann was unable to attend the meeting. There were no event cancellations to report during February, and staff remains optimistic about the booking pace. Events are meeting and/or exceeding guarantees, and staff reported that several last minute meetings were booked. There are 25 budgeted conventions on the books, with a possibility of one or two additions; 38 conferences are possible in 2010; banquets and meetings are right on target (212 and 167, respectively). Revenues may be somewhat short, but careful monitoring of expenses is ongoing.

8. [11917](#) Director's Report - Jim Hess, Director
- Board Report
- 2009 Year End Performance Report
- Friends Meeting - March 5
- Governors' Conference on Tourism

1. There were no questions regarding the Board report.

2. The 2009 performance report was reviewed. It was a difficult year, room tax collections were -14% compared to 2008, and event revenue closely followed that trend. Staff made aggressive expense reductions to maximize the revenue that was generated.

The Lake Vista Café enjoyed an excellent, well-received first season in 2009, and staff anticipates continuing that success in the future.

Baker Tilley (formerly Virchow Krause), an independent business advisory and auditing firm, determined that the economic impact generated by Monona Terrace in 2009 was \$33,314,662. In order to achieve accurate dollar amounts in the future, Monona Terrace anticipates conducting a study to update the per convention delegate spending information. The study is still in the proposal stage as costs would be approximately \$8,000; the Greater Madison Convention and Visitors Bureau agreed to partner with Monona Terrace on this study project.

Monona Terrace received several awards and recognitions during 2009:

- Prime Site Award by Facilities and Destinations magazine
- Best Conference Center in Wisconsin by Corporate Report Wisconsin
- Top Pick as a place to have a wedding by The Knot magazine
- Finalist as Best Reception Venue by Wisconsin Bride magazine
- Best Convention Center in Wisconsin by Wisconsin Meetings magazine
- Achieved recertification with a score of 92 points from Travel Green Wisconsin
- Green Star Award for one of the sixteen best maintained landscapes in the United States by the Professional Grounds Management Society
- Designation as a Green Power Partner by the Environmental Protection Agency's Green Power Partnership

3. Staff attended the recently held Governor's Conference on Tourism in Milwaukee, and spoke with Marcus hotel officials regarding the convention hotel that Monona Terrace needs to remain successful. The subject remains under consideration, and more talks will follow.

4. The Friends of Monona Terrace (FOMT) held a meeting on March 5, 2010:

Donations to community programming are going well, and have been collected at three concerts and two lectures. The practice has been well received, and comments such as "it's about time!" have been heard. Staff is looking for a group of volunteers to help with collections and other tasks as needed. Donations are deposited in the Community Programs and Endowment Fund.

Staff is planning a membership drive, and will provide the necessary support. But as the drive progress and members are added, the FOMT will hire someone to maintain the database, etc.

They agreed that as they return to a membership organization, they should expand the size of the FOMT Board. Monona Terrace Board members were asked to contact FOMT President Dave Phillips if they have names of people who may be interested.

A decision about whether to add a MT Board member to the FOMT Board will be made in the future.

5. The Governor's Council on Tourism recently presented Monona Terrace with the Governor's Tourism Stewardship Award. The award recognizes businesses or communities that use or promote sustainable business practices. Deb Archer, President of the Greater Madison Convention and Visitors Bureau, nominated Monona Terrace for the award.

Monona Terrace policies that promote sustainability include:

- Partnership with the City of Madison in the purchase of non-toxic "green cleaning" products, which benefit the health of the environment, as well as the health of City employees and users.

- Renewable energy savings: Monona Terrace uses 49% less energy than convention centers across the country with comparable weather. Currently, 50% of all electrical energy used at Monona Terrace is wind derived and renewable.

- High recycling rates: revamped recycling practices have more than doubled Monona Terrace's recycling rate to 49%.

- The on-site caterer, Monona Catering, displays an equal commitment to sustainability by donating large quantities of food to local food pantries, and using as much recycled packaging as possible. Monona Catering also supports the Madison area "buy local" campaign.

6. Broom Street (from Doty Street to West Johnson Street) will be closed for reconstruction from May 17 through the end of August. This will impact visitors' routes to Monona Terrace, so wayfinding signs will be put in place to reduce confusion.

9. [14293](#)

Announcements from the Chair - Ann Kovich, Chair

There were no announcements.

ADJOURNMENT

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