



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, September 17, 2020

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 12 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Steven Peters; Brent McHenry; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring

APPROVAL OF MINUTES

A motion was made by Rottier, seconded by Richardson, to Approve the Minutes. The motion passed unanimously.

1. [62173](#) PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Eric Rottier is a member of Destination Madison Board of Directors, Glenn Krieg and Mike Verveer are both members of the Room Tax Commission, Alice O'Connor and Mike Verveer are both members of the Monona Terrace Booking Assistance Advisory Committee

DISCUSSION ITEMS

2. [62162](#) Introduction of Andrea Nilsen, New Board Member: Alice O'Connor, Chair

Attachments: [nilsen_bio.pdf](#)

Andrea Nilsen was introduced to the board. She was appointed by the Mayor. The board welcomed her.

3. [62164](#) Room Tax Commission Report: Glenn Krieg and Mike Verveer, Commission Members

The Room Tax Commission made their decision regarding Room Tax Fund allocation for 2021. City Finance presented a resolution that distributes the fund as fairly as can be expected. The resolution was taken up and after discussion, passed by the commission 5 to 1. Initially the allocated amount for Monona Terrace was \$3.8M however \$50,000 was moved from Monona Terrace into

Overture's allocation. This \$50,000 will be put back into Monona Terrace's budget through General Obligation borrowing. Also allocated from the fund, \$150,000 for Event Booking Assistance.

It was noted that the Room Tax fund for 2020 will be short of projections by \$1.2M and fortunately, the Mayor has agreed to cover that shortfall with the city's rainy-day fund.

4. [62166](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_08.2020.pdf](#)

2020 recap: There have been 380 COVID cancellations (including community events) though an additional 73 events rebooked rather than cancelled. There've been 104 new bookings since March.

2020	Projected	Budgeted
Banquets	33	172
Meetings	41	168
Conferences	5	25
Conventions	6	30

2021	Projected
Banquets	152
Meetings	148
Conferences	19
Conventions	33

The first third of 2021 will likely be soft with business increasing by May.

5. [62168](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [finance-rpt_08-20.pdf](#)

129 refunds for deposits have been issued for 2020, totaling \$389,000. Although there are still around 11 banquets on the books for this year, their planned attendances are too large for the current restrictions. Unless restrictions lift, many of these are unlikely to take place.

Staff has reduced expenses by \$1.1M; the majority of it is payroll expense, with services and supplies coming in second and third, respectively. Revenue is 62% down from the original 2020 budget.

6. [62170](#) 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_09-17-20.pdf](#)

AV staff has been doing research and consulting with other convention centers regarding virtual programming. With these new ideas, AV has created a new studio in the Exhibition Hall, bigger than the original studio and with more capability and flexibility for the customer.

The Dane County COVID Safety Plan Coalition made up of NACE, MT, Destination Madison, and other local industry leaders, met with the Department of Health in an effort to discuss the current restrictions for clarity and to see if the instructions could be made more equitable across business types. The group presented recommendations that address this issue along with others. Public Health does admit that their wording is ambiguous and that they would like help clarifying the orders, as many businesses are accidentally violating the restrictions. They are unlikely to increase capacities at this time; however, this group may be able to help move things forward for the future. Director, Connie Thompson, did bring up the fact that their current mass gathering guidelines are too broad and do not address the variety of gathering types. Public Health Officials are willing to listen and take advice. In order to really see success in these efforts the COVID-19 infection rates need to go down.

HVS is working on the final version of their report regarding the hotel inventory and whether an expansion of Monona Terrace is warranted.

ADJOURNMENT

A motion was made by Karofsky, seconded by Richardson, to Adjourn. The motion passed unanimously.