



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, April 18, 2013

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 11 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Thomas P. Solheim

Excused: 2 -

Dianne Hesselbein and Chet Gerlach

APPROVAL OF MINUTES

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

PUBLIC COMMENT

No public comment.

DISCLOSURES AND RECUSALS

No disclosures or recusals.

NEW BUSINESS

1. [29820](#) Clean Lakes Alliance Presentation: James Tye, Vice President

The Clean Lakes Alliance (CLA) is a nonprofit organization that is committed to building a community of people, businesses, organizations, and government agencies that are dedicated to improving and protecting water quality in the Yahara River watershed. Healthy lakes equal a healthy community and the organization's vision is a future in which everyone realizes that the lakes are the center of our community. James Tye, Vice President of CLA shared the plan for implementing this mission and vision in his presentation to the board.

With the advent of industry and farming, the lakes surrounding Madison have become a depositing vessel for nutrients, of which the most destructive is phosphorus. The phosphorus promotes the growth of algae, including toxic blue-green algae. This is the cause of the periodic lack of water clarity and the odor of decay. In times of drought when less phosphorus is washed into the lakes, they are much clearer. This finding has supported the studies of several scientists who feel that rehabilitation of the lakes is possible by decreasing

phosphorus load in the water. The CLA has formed a Yahara CLEAN Strategic Action Plan for Reducing Phosphorus with the goal of reducing the average annual phosphorus load by 50%. To do this they have developed a 14 step action plan. Among the actions that must be taken in urban areas, there is a need to improve leaf management, control construction erosion and stabilize urban waterway banks. Rural actions include improvement of cropping, tillage and in-field practices, manure management, construction of community manure digesters, and restoration of storm water retaining wetlands, to name a few.

The estimated net cost to implement all of the Yahara CLEAN actions is \$78.6 million, after a deduction of \$49.5 million in private business investments in community digesters. The remaining funds will need to be donated by both the public and the private sector.

This plan has the cooperation of Federal, State, County and City government, along with many private businesses. Mr. Tye concluded that for Monona Terrace, the lakes are integral to its success. The board can help this effort through community discussion and supporting legislation.

2. [29814](#) Election of Board Officers: Tom Solheim, Nominating Committee Chair

Nominations:

Glenn Krieg for Chair

Alice O'Connor for Vice Chair

Judy Karofsky for Secretary

A motion was made by Solheim, seconded by Verveer, to approve the slate of officers. The motion passed by voice vote/other.

3. [29813](#) Reports Required by the Monona Terrace Agreement: Gregg McManners, Director
A. Joint Services with the Alliant Energy Center Report
B. Small Business and Employment Opportunities Report

The reports have been reviewed by the board; there were no questions. (There were a couple of editing points notated and the reports were subsequently edited.)

A motion was made by Richardson, seconded by O'Connor, to Approve. The motion passed by voice vote/other.

4. [29468](#) 2014 Renovation Update: Gregg McManners, Director

Monona Terrace has been notified that the Transit Occupancy Tax (TOT or Hotel Room Tax) is close to being reconciled for year-end 2012. It has been communicated that over \$600,000 will be transferred to Monona Terrace's Reserve as a result of language in the 2012 Budget. Monona Terrace will request access to these funds to prepare for the upcoming renovation, through Common Council resolution.

The carpet design is not yet finalized. Both Peter Rott and Tony Puttnam are dissatisfied with the current color palette. A number of issues remain,

including the pattern fading into the dark background and an attempt to emphasize the individual chevrons in the pattern, which did not look good either. The colors include a dark burgundy that makes up the background and according to Mr. Puttnam, the color combination resembles the classic Frank Lloyd Wright palette more closely than the current colors.

In June the board will be presented with a PowerPoint outlining all of the renovation projects. The City's Finance Department is still weighing options as to how to pay for the renovation. It may be necessary to borrow against an existing bond, extending the payment, in order to help cover the renovation expenses. As the TOT Fund is zeroed out at the end of every year, there are no surplus funds available to pay for the renovation.

REPORTS

5. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

	Projected	Budgeted
Meetings	202	193
Banquets	220	201
Conference	34	33
Convention	31	27

Revenues are currently 3% under budget. The average event spending during the first quarter was lower than was expected. There has been a welcome increase in wedding business due to the advertising campaign marketed towards weddings. It might also have something to do with the new wedding packages that make planning easier.

6. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

March had a total of 51 events out of a budgeted 52, therefore operating revenue was down 9%. Total operating expenses were down by 4%. The month's total revenue was down by \$7,000.

Year-to-date the number of events hosted is 131, this is over the budgeted 126 however, because the average event is spending less than was budgeted, the operating revenue is under by 8%. Fortunately, operating expenditures remain under budget by 5%. This leaves the year-to-date total revenue at a positive \$17,000. This is a far better position than last year at this time when year-to-date finances were at a negative \$52,000.

7. [28249](#) Director's Report: Gregg McManners, Director

A. Board Report

The City of Madison will be conducting a Critical Incident exercise by staging an active shooter scenario at Monona Terrace in May. This is part of a FEMA grant and will be a large scale exercise that incorporates Madison Fire, Police, the UW hospital and the media. The City has requested the use of Monona Terrace's west dock and Exhibition Hall area to perform this training program. Monona Terrace will be cooperating with the City to help facilitate the exercise, and will have staff practice emergency evacuation procedures.

Judge Doyle Square RFQs will be due at the end of April and the selection process will ensue.

B. Year-end and First Quarter Organizational Dashboard Report

Financial:

Revenue for 2012 was right on target coming in just \$11,000 under budget. The average revenue per event was \$6,842 over a budget of \$6,253, however the number of total events was 594, which was under the budgeted 646.

Key Statistics:

2012 had 65 Conferences and Conventions with an average attendance of 716. The number of room night for the year totaled 46,492. According to a recent report Monona Terrace generated 60% of the room nights for downtown Madison in 2012.

Organizational Indices:

Both the annual revenue and expense target were met in 2012. Customer Engagement was at 98% over a goal of 95%, organizational performance was at 97% over a goal of 95%.

Efficiency:

Average days to close a work order met the goal at 1.75. Fifty-five percent of the waste stream was recycled and 25.88 tons of food were composted.

8. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

There were no announcements

ADJOURNMENT

A motion was made by Richardson, seconded by O'Connor, to Adjourn. The motion passed by voice vote/other.