



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, February 15, 2018

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 9 - Mark J. Richardson; George Gillis; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim
- Excused:** 5 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez and Susan Sabatke

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

There was not a quorum of the Room Tax Commission at this meeting.

NEW BUSINESS

1. [50147](#) SUBSTITUTE - Authorizing the Mayor and City Clerk to enter into a sole source agreement with StageRight, Inc., in an amount not to exceed \$106,100 for the purchase of "stage decking, base supports, stairs and an ADA ramp", for use by Monona Terrace.

Attachments: [Version1.pdf](#)

A motion was made by Clarke, seconded by M. Richardson, to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE. The motion passed by voice vote/other.

2. [50501](#) Catering 2017 Year-End Report: Wendy Brown-Haddock, CPCE, General Manager, Monona Catering

Attachments: [Monona Catering 2017 Recap.doc](#)

See attached report for Monona Catering's year-end summary.

3. [50504](#) Finance Committee Report: Alice O'Connor, Chair
A. 2019 Base Room Rental and 2019 Equipment and Services Pricing (Action Required)
A motion was made by Ring, seconded by Clarke, to approve 2019 Base Room Rental and Equipment and Services Pricing. The motion passed by voice vote/other.

4. [50503](#) Monona Terrace 2017 Year-End Finance Report (Unaudited): Jeff Boyd, Business Manager
December ended with a budget surplus of \$26,000; that included a 7% overage in expenses. December, usually a slower month, was remarkably busy with 52 events compared to a budget of 42. Because of or the surplus, an increase in expenses was authorized to help get ahead of costs in 2018.
2017 ended with a surplus of \$409,000 which will be moved into the reserve fund. There are several contributing factors to this large surplus. First, the average spend per event was much higher this year than expected. Second, the hourly wages, which increase tremendously with busy months, were off-set by lowered wage expenses in the business office. Finally, conventions and conferences are typically the highest revenue generators and this year had 3 more conventions/conferences than initially budgeted.

5. [50505](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [booking_pace_1-2018.pdf](#)

	Budgeted	Projected (based on current pace)
Banquet	195	180
Meeting	220	200

	Budgeted	Contracted
Convention	28	28 + 1 tentative
Conference	32	34 + 2 tentative

6. [50506](#) Director's Report: Gregg McManners, 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: [report_02-15-18.pdf](#)

DMAI calculations are in and the preliminary 2017 Economic Impact of Monona Terrace Conventions and Conferences is \$33.4 million. The DMAI formula has been modified for a more precise estimate, which explains the lower number this year.

