



City of Madison

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

Thursday, June 20, 2013

4:00 PM

One John Nolen Drive
Community Terrace

CALL TO ORDER / ROLL CALL

Present: 9 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Judith F. Karofsky; Glenn R. Krieg; Chet Gerlach and Thomas P. Solheim

Absent: 1 -

Susan Sabatke

Excused: 4 -

Dianne Hesselbein; Mark Clarke; Thomas J. Ziarnik and James Ring

APPROVAL OF MINUTES

A motion was made by Karofsky, seconded by Verveer, 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. [30575](#) Introduction of New Board Member, Mark Richardson: Glenn Krieg, Chair

Mark Richardson was appointed by the Mayor, as a new board member, to fill the vacancy left by Mona Adams-Winston. Mark is very involved in the community and currently serves as the Vice President of Strategic Partnerships for the Urban League of Greater Madison. He is the chief architect of their Workplace Diversity & Leadership Summit. Mark also contributes much of his time to the community serving on the DMI Board of Directors, the United Way of Dane County's Diversity & Inclusion Committee, the Madison Network of Black Professionals, the Mann Scholars Board of Directors, the City of Madison Redistricting Committee (2011), and as a mentor with Big Brothers & Big Sisters of Dane County.

The Monona Terrace staff and board of directors welcome Mark Richardson to the team.

REPORTS

2. [29468](#) 2014 Renovation Update: Gregg McManners, Director

Last year, Populous, a global collective (company) of architects, designers, technical experts and industry veterans, assembled a group of industry professionals to go through their visioning process. Deb Archer, President and CEO of the Greater Madison Convention and Visitors Bureau, participated in this process and spent time looking at expectations and trends occurring within the public assembly facility industry. The Power Point presentation generated as a result of this process helped to support the direction and priorities for the 2014 renovation. The Visioning process concluded that the following items, which were once trends, are now customer expectations:

- Wi-Fi
- Accessibility for all
- Sustainability, green practices
- Knowledgeable and well-trained staff
- Business centers
- Collaboration with customers to ensure high event return on their investment
- Incentives to book business

Emerging trends for the industry included improvements in the following areas:

Technology
Customer Experience
Hospitality
Wellness
District Design

These expectations and trends serve as a backdrop for the upcoming renovation. They are the reason behind most of the decisions Monona Terrace has made while planning the renovation.

The major changes during the renovation will occur to the carpet, the bathroom and the rooftop. A customized "FLW" bathroom tile is being designed and will be copyrighted exclusive to Monona Terrace. Newly designed carpet "medallions" will be installed in three areas of the building: the main entrance, the Grand Terrace entrance and the Lecture Hall entrance. The medallions will serve as a transition area from one part of the building into another.

New rooftop furniture presenting more placemaking opportunities will be purchased. Electronic signage will be added to the interior. Due to the development of power over the internet, electronic room signs can be added without extensive electrical work. The new signs will be about the size of an iPad and will be incorporated into the room signage design. These signs will be able to display anything from room schedules to event sponsor logos in full color.

Additional items identified included moveable equipment such as bars and buffet stations, interior placemaking locations and public art projects. Obsolete areas of the building, such as the pay phone bays, will be repurposed into areas for people to gather and sit or "plug and play." There are several spots throughout the building that will be turned into welcoming areas for visitors to rest, gather and enjoy. A resolution on the public art project will be presented to the Council and Mike Verveer agreed to sponsor.

3. [30577](#) Finance Committee Report: Alice O'Connor, Chair

The capital budget was presented to the committee. This budget is meant to support the 2014 renovation, of which there are up to 6 public works projects already started. The budget request is significantly higher than previous years but this is due to the need to fund the renovation projects. The finance committee recommends that the board approve the capital budget request.

A motion was made by Solheim, seconded by Karofsky, to Approve the capital budget request. The motion passed by voice vote/other.

4. [30576](#) Booking Pace Update: Gregg McManners, Director

The booking pace continues 3% above last year's pace. Sales is seeing a rise in business bookings, for instance there are 7 booked conferences in October versus the budgeted 3.

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

May operating revenue was down 12% due in part to the fact that the month was budgeted for 3 conferences and had only one. The other factor influencing revenue was that the events spent much less than was estimated. May's expenses were under budget by 1%. The month ended with total revenue under expenditures by \$49,000.

Year-to-date operating revenue is 3% under budget, expenses are 1% under budget and YTD total revenue is under expenditures by \$12,000. The outlook for the rest of the year is positive with the months of August-November booked full of conferences.

6. [28249](#) Director's Report: Gregg McManners, Director

A. Judge Doyle Square Update

The Judge Doyle Square Committee has voted to move forward with both the Journeyman and Hammes Group proposals. The main complication in this project will be the incorporation of the Madison Municipal Building (MMB). It is a historic building so it must be preserved; it also houses a large number of city employees and a federal post office. The City Council has previously said that they don't want the MMB to be used for the hotel but would consider a connection to the hotel.

The project is now entering the RFP stage and the wording of the RFP includes the city's strong recommendation regarding the MMB. The RFP also requires that a robust room block of 250 rooms is available to Monona Terrace. The RFP is due September 30.

B. July and August Board Meetings

The July board meeting will be cancelled as per usual. August 15 will be the next board meeting and the operating budget will be presented to the board. Therefore a finance committee meeting will need to be held prior to the board meeting. Monona Catering will be hosting a small reception after the August board meeting at the Lake Vista Café.

7. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

No announcements.

ADJOURNMENT

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