



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, May 21, 2015

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Shelia Stubbs; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Thomas P. Solheim

**Excused:** 3 - Susan Sabatke; Mark Clarke and Chet Gerlach

### APPROVAL OF MINUTES

A motion was made by Solheim, seconded by M. Richardson, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Judy Karofsky and Glenn Krieg disclosed that they both own stock in Exact Sciences.

### NEW BUSINESS

#### 38481

Introduction to Mike Waters, Building Maintenance Manager and Alex Stewart, Assistant Operations Manager: Gregg McManners, Director

Mike Waters has been with Monona Terrace since 1997 was introduced to the board. Mike has made his way up the ranks and is now the new Maintenance Director.

Alex Stewart has been with Monona Terrace since 2004 and has recently been promoted to Assistant Operations Manager.

#### 38482

GMCVB First Quarter Performance Report: Diane Morgenthaler, Executive Vice President and Rebecca Ramsey, Director of Sales

Deb Archer is celebrating her 20th year as CEO of the GMCVB. The board congratulated her.

The performance report for the first quarter reveals a strong start to the year. The contract revenue for Monona Terrace is the highest it's been in the last couple years totaling \$276,657 or 37% of their goal for the year. The total

number of events they've booked for Madison is 43; they are expected to generate \$8.8 million in economic impact.

Total room nights contracted is up to 10,447 which is ahead of last year at this time; however, lead production for Monona Terrace events is down by half from last year at this time.

Dane County visitor spending numbers were released in May showing the strength of the tourism economy in this area. Direct spending increased 6.22% for total business sales of \$1.9 billion.

The GMCVB has launched a new mobile app. The app will help visitors find businesses, call, share information on social networking platforms and add events to the calendar on their phone.

Earned media coverage is already at 48% of the goal in the first quarter. Madison has been featured in Midwest Living and USA Today among several other noteworthy publications. MASC PR highlights include coverage of the WIAA, USA Today coverage of hockey, and ESPN's morning sports report.

The GMCVB will be having their annual organization event "Destination Next" on May 27 with guest speaker Rick Antonson.

[38483](#)

Associated Bank Sponsorship Agreement: Bill Zeinemann, Associate Director - Marketing and Event Services

Associated Bank wants to sponsor the Concerts on the Rooftop series at the Silver Level. This is a \$1,500 sponsorship and includes recognition on the website, e-flyer, signage, poster and press release.

A motion was made by O'Connor seconded by Ring to approve acceptance of the sponsorship. The motion passed by voice vote/other.

[38484](#)

JDS Update: Gregg McManners, Director

McManners deferred to Karofsky, JDS Ad Hoc Committee Chair, for this report.

JDS Development has partnered with Exact Sciences, a biotech company, to build a new headquarters as part of the Judge Doyle Square project. The entrance of Exact Sciences into the mix has changed the game; unfortunately, the importance of a hotel to support Monona Terrace has been marginalized. The proposal from JDS Development is suggesting a small hotel with only 210-250 rooms located on block 105. A hotel flag was not named, however the proposal displays a limited amount of public and networking space within the hotel. There would be no amenities in the hotel, but rather a fitness center, restaurant and meeting space would be located in the block 88 structure across the street. The committee prioritized its concerns with the top one being the number of rooms and the room block. Second priority is the hotel flag and amenities. Third priority is the hotel's accessibility and location.

The BOE has passed a resolution directing the city's negotiating team to start planning immediately with JDS Development LLC and Exact Sciences.

[38485](#)

Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

April's report shows monthly expenses over budget by 8%. This is because of two extraordinary items. The first is 2 unbudgeted retirements with \$33,000 in payouts. The next is that some expenses between January-March were not posted when incurred. In order to catch up, they had to be posted to April. In contrast to monthly expenses, year-to-date expenses are accurate showing 1% over budget. Revenue for April was down by 4% holding only 55 of a budgeted 59 events. Total revenue was under expenditures by \$65,000.

The month of May looks to be on budget for revenue and expenses.

[38486](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

The booking pace continues to stay on budget. Meetings have made a complete comeback. Revenue is projected to be down by 1.5% at this time; however, the larger revenue conventions will come towards the 2nd half of the year.

[38487](#)

Directors Report: Gregg McManners, Director  
A. Board Report  
B. 2014 Annual Report

Room Tax is coming up again next week Thursday in state legislation. Legislators polled after the initial introduction indicated that they didn't really know what the legislation would do or how it would affect Madison and Monona Terrace.

The 2014 Annual Report has been released.

A resolution regarding rehab for the Olin Terrace walkway will be going to council soon.

[38488](#)

Announcements from the Chair: Glenn Krieg, Chair

None.

## ADJOURNMENT

A motion was made by Gonzalez, seconded by Verveer, to Adjourn. The motion passed by voice vote/other.