



City of Madison

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

Thursday, March 21, 2013

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 13 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mona Adams Winston; Ricardo A. Gonzalez; Dianne Hesselbein; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 1 -

Susan Sabatke

APPROVAL OF MINUTES

A motion was made by Winston, seconded by Karofsky, 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

- [29463](#) Presentation to Retiring Board Member Mona Adams-Winston: Glenn Krieg, Chair
Mona Adams-Winston has resigned from the Monona Terrace board because she is moving. She was presented with a commemorative plaque and thanked by everyone for her long-standing service to Monona Terrace and the Madison community.
- [29465](#) Dane County Regional Airport Update: Brad Livingston, Director
At a time when many airports are experiencing decline, the Dane County Regional Airport (MSN) is experiencing growth. In 2012 MSN saw a 4% increase in the number of seats, while their peers (Des Moines, Charleston, Ft. Wayne, etc.) were dealing with 2% decreases. To put it in perspective, in 2006 MSN had its peak number of seats at 1.2 million passengers. When the economy deteriorated, they dropped as low as 800,000 passengers. Now with the economy improving, MSN growth soared to 1.6 million passengers in 2012.

MSN has 13 non-stop flights and is negotiating for more. The more seats they can get an airline to provide, the better the prices get for the customers. Helping to drive the demand for flights is Epic. Their need is such that Delta Airlines has increased their aircraft size to accommodate the amount of passengers that fly in and out for their Users Group meeting.

On a side note, whenever there is a significant event happening in Madison, the airlines can be negotiated with in order to provide more seats through larger craft. This cooperation with the airport helps the GMCVB sell the Madison community.

Because the airport economy is stable, MSN is embarking on a large parking expansion project. They will be taking a phased approach to the project, building on an as-needed basis. They don't expect to be done with the project in full until 2024. The first phase will involve adding levels to the current parking structure.

The federal government sequester will not have any effect on the airport traffic or security. The TSA is confident they can manage and the air flight controllers have established a furlough schedule that will ensure there are at least 3 controllers on at all times. This is only one less than their pre-sequester staffing.

REPORT

3. [29466](#) GMCVB Year-end Report and Outlook for 2013: Diane Morgenthaler, Vice President of Marketing & Strategic Planning and Rebecca Ramsey, Director of Sales

The GMCVB staff extends gratitude to Monona Terrace for welcoming the Governor's Conference on Tourism. The facility, food and staff were superb. Also thank you to Dianne Hesselbein, Gregg McManners and Bill Zeinemann for attending the GMCVB sponsored tourism breakfast at that event.

The year-end performance report highlights:

- Contract revenue for Monona Terrace totaled \$643,517; this is 88% of the GMCVB goal.
- Contracted room nights totaled 87,352 or 105% of their goal
- GMCVB and MASC contracted events are estimated to generate \$41.8 million in future direct spending
- Monona Terrace PR value came to \$233,575, over 150% of the GMCVB goal
- Three year contracts with WI Water Assoc. and WI School Counselors Assoc. have been signed
- The room nights totals are on pace to hit the 2013 TAP benchmark
- Madison area hotel occupancy rate increased 1.5% and ADR increased 4.5% in 2012
- CBS News featured Madison as a "Top Spot to Travel in 2013"

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

The design of the carpet has not been completed. The first colored carpet

sample came in and the color combination was not what was imagined. Once the designers are satisfied with the color then they will order a loom sample. The artwork must be completed by May to meet manufacturing deadlines.

There are five other projects that will be part of public works projects.

In addition:

- Finishes for the bathrooms will follow the final carpet design
- New rooftop furniture is being evaluated both from a design and capacity standpoint
- New art elements will be introduced to refresh the Pedro Guerrero exhibit, showcase Downtown Madison destinations and communicate Monona Terrace's history
- Obsolete areas, like the pay phone banks, will be rehabbed and made into placemaking locations inside the building

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

	Projected	Budgeted
Banquets	219	201
Meetings	197	193
Conferences	34	33
Conventions	30	27

This has been a good first quarter. It seems banquets are rebounding as the economy has stabilized. As expected, the sales team will need to find 133 pieces of business to close the year on budget, however, if the current up-tick continues it won't be difficult.

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

2012 ended with a year-end surplus of \$14,000. This is noteworthy because some unexpected employee benefits expenses were incurred during the year and revenues were slightly below budget. What made the difference was the staff's management of expenses and negotiation for savings in several service contracts. The number of events was lower than previous years but events were larger and the amount spent per event was up by \$600 for 2012.

In February revenue was down 7% however this was mitigated by a 6% decrease in operating expenses.

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

A. Board Report

The nominating committee will present the slate of officers for voting next month. The current officers have agreed to continue to serve. Several of the board members' terms are expiring in May; the County and the City have been sent written requests to renew these members for another term. The 2012 annual report has been released. Special thanks to Jane Richardson for her participation constructing the report.

B. Judge Doyle Square Update

The JDS RFQ informational meeting was attended by 50 people. George Austin presented and fielded questions. The meeting was simulcast on the web so people could watch in real time and even pose questions. The video of the meeting is now posted to the city's JDS project web page.

Alice O'Connor asked if the board could look into applying for a "Grant for State Funding on Capitol Projects on State Owned Land." The application would be due the second week in September of this year. She asked that it be discussed on a future agenda.

Mike Verveer mentioned that a new Gardener Position has been approved by the Common Council. This Monona Terrace position will ultimately save on landscape and painting service costs. The position was approved by the common council and is posted for applicants until April 1st.

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

There were no announcements

ADJOURNMENT

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