



Meeting Minutes - Approved
MONONA TERRACE COMMUNITY AND
CONVENTION CENTER BOARD

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, September 21, 2023

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; Andrea R. Nilsen; Alex Joers; Adam Heffron; Judith F. Karofsky; Glenn R. Krieg; James Ring; Steven M. Peters and Angela Bozo

Excused: 4 - David A. Aguayo; Mark J. Richardson; Aureliano Montes and Eric A. Rottier

APPROVAL OF MINUTES

A motion was made by Richardson, seconded by Heffron, to Approve the Minutes as amended. The motion passed by voice vote/other.

The text (like Edgewater) was removed from Agenda Item 5. File no. 79245

PUBLIC COMMENT

None.

1. [79904](#) 3 mins. per person

DISCLOSURES AND RECUSALS

Glenn Krieg is a member of the Room Tax Commission. Angela Bozo is a member of the Monona Terrace Booking Event Assistance Advisory Committee.

REPORTS

2. [79906](#) Room Tax Commission Update: Glenn Krieg and Mike Verveer, Commission Members

The Room tax fund is estimated to be at \$21M for 2024, according to projections. The commission allocated approximately \$6.2M to Monona Terrace, \$5.8M to Destination Madison, \$2.1M to Overture, and \$1.3M split among the Alliant Energy Center, the Zoo, Olbrich Gardens and other entities. The City general fund will take their full 30% equaling \$4M. The allocations were approved five to one. In addition, the commission created a policy for a reserve fund. The common council will need to approve the allocations.
3. [79907](#) Strategic Planning Steering Committee Update: Mark Richardson, Committee

Chair and Jim Ring, Committee Member

The committee has met 2 times and is working off of the old plan but shifting focus on a few things: promoting the value of Monona Terrace with digital and print messaging, with a view to gaining support for the expansion, forming a community advisory group, staying on the forefront of the lakefront planning, and succession planning for both staff and the board. Lastly, the committee has asked for regular reports to the board, with updates on how the strategic plan is progressing throughout.

4. [79908](#) Monona Catering Mid-year Report: Wendy Brown-Haddock, General Manager

Attachments: [MC 09-21-23.pdf](#)

2023 is has been more successful than prior years on several fronts. First, revenue is shaping up to be 25.8% higher than 2022. Secondly, hiring has been going well. They've stayed well-staffed and have not had to bus in temp workers from Chicago, yet this year. Lastly, Lake Vista Café was open for the season and had a good run. The café's season ends this week.

5. [79909](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp 08-31-23.pdf](#)

The booking pace is doing well as compared to budget, though besides banquets, it's not back to 2019 numbers yet.

	Budgeted	Projected
Banquets	180	188
Meetings	130	120
Conferences	23	19
Conventions	25	27

6. [79910](#) Finance Report: Jeff Boyd, Business Manager

August was a good month ending with a \$59,000 surplus, and it seems like revenue is on an upward trajectory. Events are spending more and both September and October look busy. Year-to-date there is a budget surplus of \$504,000.

7. [79911](#) Director's Report: Connie Thompson, Director

- A. Administration
- B. Operations
- C. Community Relations
- D. Gift Shop
- E. Sales and Marketing
- F. Event Services
- G. Business Office/Human Resources

Attachments: [rpt 09-21-23.pdf](#)

The Room Tax Commission approved the funding staff requested.

Now that the committee has provided input, staff will be working on fleshing out the strategic plan in order share it with the board.

The director has started work on creating a community advisory group and Greg McManners has agreed to join. Board members should share any recommendations they have for other Monona Terrace advocates.

Alex Joers has resigned from the county board to spend more time on his State Legislative duties and with family. The County Executive's office has indicated they will be appointing a different supervisor in his place. Alex was a great asset to this board and will be missed.

ADJOURNMENT

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