



# City of Madison

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

## Meeting Minutes - Draft

### 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?*

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Thursday, October 17, 2024

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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#### CALL TO ORDER / ROLL CALL

**Present:** 9 - Cathleen A. Dettman; Michael E. Verveer; David A. Aguayo; Andrea R. Nilsen; Elizabeth Doyle; Kevin Scheibler; Judith F. Karofsky; Glenn R. Krieg and James Ring

**Excused:** 5 - Mark J. Richardson; Aureliano Montes; Eric A. Rottier; Steven M. Peters and Angela Bozo

#### APPROVAL OF MINUTES

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

#### PUBLIC COMMENT

1. [85640](#) 3 mins. per person

Attachments: [public\\_comment.pdf](#)

One person came to speak during public comment, this person read the attached letter.

#### DISCLOSURES AND RECUSALS

#### NEW BUSINESS

2. [85699](#) Introduction to new Board Member, Kevin Scheibler: Judy Karofsky, Chair

The new director of Alliant Energy Center, Kevin Scheibler has been appointed by the County Executive to our board. Kevin started this position on September 19. He's come to Madison from his most recent position as Executive Director of Venues and Events at the University of Illinois – Chicago, which includes Credit Union 1 Arena and UIC Dorin Forum.

#### PRESENTATIONS

3. [85642](#) AV Presentation

Photos and descriptions of a variety of Audio-Visual sets for events were shared with the board.

## REPORTS

4. [85644](#) Room Tax Meeting Update: Glenn Krieg and Mike Verveer, Commissioners

Attachments: [Room Tax Motion --2025 Budget -- 9-25-2024 -- ADOPTED.pdf](#)

Glenn Krieg is now chairing the Room Tax Commission. They met to vote on final allocations on September 25. The fund has returned to pre-pandemic levels although it is still running with a structural deficit. On-going expenditures will exceed on-going revenues by \$2,558,533 at the end of 2025.

For 2025, Monona Terrace was allocated the requested \$5.39M for operations (same as 2024). Additionally, there was an allocation for capital purchases of \$1.44M which includes GO borrowing, and a debt service estimate of \$764,133.

Destination Madison received their contracted percentage \$5.9M for destination marketing and \$275,000 for event booking assistance subsidy.

Overture received a 1% increase over their 2024 allotment. AEC received the same as they did for 2024. Olbrich Gardens and the Zoo received a 6% and 7% increase respectively. Other City tourism and marketing along with administrative costs are also allocated.

Lastly, the city takes 30% as allowed by law equaling \$6.54M for the general fund.

One way to address the structural deficit would be to raise the room tax percentage.

5. [85647](#) September Finance Report and Year-end Projections: Jeff Boyd, Business Manager

Attachments: [bkpc\\_09-30-24.pdf](#)  
[fin\\_10-17-24.pdf](#)

August and September have been very good months. This year's end event number of 513 is lower but the spend per event is quite high. The revenue is just shy of \$4.8M, this will be an approximate \$713,000 surplus.

In September we held 4 conventions and revenue from just these conventions was \$420,000 vs what was budgeted: \$185,000. After expenses the month ended with a \$91,000 surplus. This surplus is good because the budget must absorb three retirement payouts, the last one of which is in October.

Historically, conventions have been budgeted at \$57,000; however, this year they are averaging a spend of \$92,000. This points to the impact Conferences and Conventions can have.

6. [85649](#) 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
- H. Catering

**Attachments:** [rpt\\_10-17-24.pdf](#)

**Staff is continuing to work with a consultant to complete and submit the LEED Green Building application.**

**The parking ramp project resurfacing will continue until the weather gets too cold, at which point they will stop and resume the resurfacing project in the spring of 2025.**

**The West side sump pumps were installed.**

**The new chairs are here. The fabric is slightly different on the new chairs. The old chairs are getting offered to city agencies first and then whatever is left will be sold at public auction.**

**AV Manager second interviews will be held next week.**

#### **ADJOURNMENT**

**A motion was made by Doyle, seconded by Krieg, to Adjourn. The motion passed by voice vote/other.**