



# City of Madison

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

## Meeting Minutes ROOM TAX COMMISSION

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

---

Tuesday, September 3, 2024

5:00 PM

Monona Terrace - Community Terrace Room

---

The City of Madison is holding the Room Tax Commission meeting of September 3rd, 2024 in the Community Terrace Room at the Monona Terrace Community and Convention Center.

1. **Written Comments:** You can send comments on agenda items to [roomtaxcommission@cityofmadison.com](mailto:roomtaxcommission@cityofmadison.com).

2. **Register for Public Comment:**

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>.

3. **Watch the Meeting:** If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

### CALL TO ORDER / ROLL CALL

The meeting was Called to Order by Chair Krieg at 5:02pm. All members were present.

### APPROVAL OF MINUTES

A motion was made by Miley, seconded by Moss to approve the minutes from the June 3rd, 2024 meeting.

The motion passed by voice vote/other.

### PUBLIC COMMENT

There were four written comments and seven registrants. The written comments and registrants report are attached.

1. [84848](#) Public Comment for Room Tax Commission Meeting of June 3, 2024.

**Attachments:** [9.3.24 Public Comment.pdf](#)  
[9.3.24 RegistrantsReport.pdf](#)

**DISCLOSURES AND RECUSALS**

Glenn Krieg - Monona Terrace Community and Convention Center Board  
Sally Miley - Madison Opera Board of Trustees  
Thomas J. Ziarnik - Monona Terrace Event Assistance Committee, Destination  
Madison Foundation Board  
Ald. Michael Verveer - Monona Terrace Community and Convention Center  
and Overture Center Foundation Board of Directors, Monona Terrace Event  
Assistance Committee

**ITEMS CONSIDERED**

- 2. [84839](#) Financial Update and Budget Priorities from Organizations Receiving Room Tax Commission Allocations

**Attachments:** [MAC Room Tax Request 2025.pdf](#)  
[Overture 2024 Room Tax Presentation to RTC -- 9-3-2024.pdf](#)  
[Destination Madison RTC Presentation -- 9-3-2024.pdf](#)  
[MT\\_RoomTaxPresentation\\_09-03-24 - Copy.pdf](#)  
[MTMemo+Report -- 9-3-2024 RTC meeting.pdf](#)  
[Alliant Center -- 2025 Presentation to RTC -- 9-3-2024 meeting.pdf](#)  
[2024-08-30 MAC Room Tax Request Presentation -- 9-3-2024 RTC Meeting.](#)  
[AEP6 Questions -- with NYT Attachment.pdf](#)  
[Monona Terrace Capital Projects 2025-2030 as submitted to the City April 19](#)  
[Data from Overture Center.pdf](#)  
[Destination Madison Pamphlet.pdf](#)

**A financial update was provided and organizations receiving Room Tax Commission funds presented to the commissioners.**

- 3. [84840](#) Room Tax Fund Condition and Forecast

**Attachments:** [Room Tax Commission -- 9-3-2024.pdf](#)

**The Room Tax fund condition and forecast was presented by commissioners.**

- 4. [84841](#) City General Fund Budget Update

**Commissioners provided updates on the city's general fund budget for 2025.**

- 5. [84842](#) Outline of Room Tax Commission 2025 Budget Meeting

**Commissioners provided background and outlined the 2025 Room Tax Commission budget.**

**ADJOURNMENT**

**A motion was made by Miley, seconded by Figueroa Cole to Adjourn.**

**The meeting adjourned at 6:50pm.**