



City of Madison

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

Thursday, August 18, 2016

4:00 PM

One John Nolen Drive
Meeting Rooms MN

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Shelia Stubbs; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 4 - Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke and Thomas J. Ziarnik

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [44043](#) GMCVB 2nd Quarter Report: Deb Archer, President/CEO and Murray Ryan, Director of Sales, GMCVB

Attachments: [GMCVB 2nd Quarter Report](#)

The GMCVB gave a presentation on attendee behavior and a study that will be used to enhance attendance promotion, ultimately maximizing attendance.

The GMCVB's second quarter results show that they've met 33% of their contract revenue goal with Monona Terrace. Their lead production for Monona Terrace is up with 52 leads, as compared to 41 in 2015 at this time. Year-to-date, they have 15 definite contracts and 4 pending contracts for Monona Terrace.

2. [44045](#) Social Media Report/Maker Faire: Fran Puleo, Manager of Community and Public Relations

The Community Events Department has made a lot of strides forward in social media engagement. Facebook has 10,214 followers with 5,000 interactions

(likes, comments, shares) per month. Twitter makes 10,000 impressions and gets 50 mentions per month. Instagram has grown to 790 followers and the Pinterest has 366 followers. It is also notable that 26 convention and conference clients have requested social media support for their event from Monona Terrace.

Monona Terrace hosted the first ever Madison Mini Maker Faire. This successful event had over \$17,000 in sponsorships. 75 makers joined the event and demonstrated their skills throughout the day to a crowd of 2,500. The next Maker Faire event will be held on May 13, 2017.

Due to a downturn in attendance and a drop in sponsorship dollars Tunes at Monona Terrace concert series will be discontinued. The last concert will be held on November 30.

3. [44046](#) Monona Catering Mid-year Report: Patty Lemke, Vice President and General Manager

The new Lake Vista Café Manager, John Mlodzik was introduced to the board.

The first half of the year ended with revenues 10.8% up from the same period in 2015. Long range revenue projections are on track to finish 2016 approximately 8% above 2015.

The Lake Vista Café opened for the season on May 10, 2016. Weather conditions have been mostly good with warm temperatures. At the end of June, year-to-date sales were approximately 9% ahead of the same period in 2015. Unfortunately, due to bad weather for the concert season, sales may end lower than 2015.

In addition to the donations to local pantries/shelters of more than 3,200 pounds of useable food during Q1-Q2, Monona Catering has diverted approximately 18,000 pounds of pre-consumer food waste to composting.

4. [44047](#) Finance Committee Report: Alice O'Connor, Committee Chair

Attachments: [Finance Committee Memo](#)

A motion was made by O'Connor, seconded by J. Richardson, to approve the 2017 Operating Budget. The motion passed by voice vote/other.

5. [44048](#) Room Tax Commission Report : Glenn Krieg, Commission Member

There are 6 members on the commission, at this first meeting the commission elected Sally Miley to chair. They were presented with the list of organizations requesting TOT funding. They have until September 9 to allocate the TOT funds. They will be holding 2 more meetings yet this month.

6. [44049](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [Booking Pace for June and July](#)

Budgeted	Projected
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Banquets	216	239
Meetings	208	188
Conventions	35	36
Conferences	27	31

Banquets have been strong this year offsetting the softer meeting market.
Event revenue is projected to be 11% up ending at \$4.8M.

2017 is not going to be as lucrative as convention and conference bookings are
8% below the average of 62.

7. [44050](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Attachments: [June Finance Report](#)
[July Finance Report](#)

June and July were very busy months. Event revenue was high; June was 29% above budget while July was 38% over. June ended the month with total revenues of \$98,000. July total revenue was \$53,000 to the good. Year to date total revenue is up \$96,000. The increase in number of events versus budgeted was part of the reason for this surplus; however, the amount spent by the client per event was up from the budgeted \$45,000 to \$63,000 in June and \$80,000 per event in July.

8. [44051](#) Director's Report: Gregg McManners, Director

Attachments: [August Board Report](#)

A. Board report: no additional comments or questions
B. JDS Update: there is no news on this front.

9. [44052](#) Announcements from the Chair: Glenn Krieg, Chair

None.

ADJOURNMENT

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