



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 20, 2008

4:30 PM

One John Nolen Drive
(M.T. Hall of Fame Room)

CALL TO ORDER / ROLL CALL

Present: 9 -

Ann E. Kovich; Mona Adams Winston; Tom Stoebig; William DiCarlo; Glenn R. Krieg; Thomas J. Ziarnik; Judy Sidran; M. Alice O'Connor and Wayne Bigelow

Excused: 5 -

Sheridan A. Glen; Jeffrey B. Bartell; Warren E. Onken; Henry S. Lufler, Jr. and Anne Katz

APPROVAL OF MINUTES

A motion was made by Tom Stoebig, seconded by Wayne Bigelow, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

There were no citizens present who wished to address the Board.

NEW BUSINESS

1. [09200](#) 2007 Year-End Report, Outlook for the Future - Deb Archer, President, GMCVB and Krista Flanagan, Vice President, Sales and Marketing, GMCVB

The GMCVB surpassed its goal (\$730,000) in Monona Terrace contract revenue, closing out the year at \$730,361. This translated into \$38,000,000 in direct spending impact for confirmed events for Madison and the surrounding area. This successful sales year was due in large part to the fact that the GMCVB is fully staffed, and a better lead conversion ratio was achieved - 207 total leads, and 94 direct Monona Terrace leads.

Monona Terrace 2008 year-to-date outstanding meeting contracts are: Central States Water Environment Association (one meeting in 2008, one in 2010), Ironman North America, L & L Exhibition Management and Wisconsin Grocers Association with totals of 6,660 room nights, 32,020 in attendance, and \$2,972,987 in direct spending.

The GMCVB conducted a site visit and co-sponsored a reception at Monona Terrace in an effort to secure the 2010 U.S. Transplant Games for Madison and Monona Terrace. This event is a mini-Olympics for people who have had life-saving transplants.

GMCVB staff is pursuing more national business that would fit well at Monona Terrace, and a new downtown hotel with more committable hotel room blocks is very important to that effort. Their primary markets include:

- education
- medical / bio
- science / engineering
- sports
- agri-business
- environment

2. [09202](#) Destination 2020 Update - Deb Archer, President, GMCVB

Ms. Archer presented a Power Point regarding Destination 2020 that she summarized as an extensive study regarding the future vision of Madison and the surrounding area as a visitor destination. This process incorporated the insights, observations, opinions, knowledge, and analysis of a wide range of stakeholders and professionals.

The three main areas and the most important aspects of each were:

Visitor Product Development

- More downtown lodging alternatives
- Increased convention business
- Excellent, authentic customer service

Visitor Marketing

- Strong, electronic marketing presence
- Branded, regional visitor experience
- Increase in marketing partnerships
- Personalized visitor experience

Community Relations & Advocacy

- Effective regional collaborations with local, state, University, community and business organizations
- Competitive destination marketing investment from private and public sources
- Advocating and engaged in relevant issues

Ms. Archer stated that the GMCVB looks forward to working with the Board as influencers regarding what kind of hotel would best serve the needs of the downtown area. She thanked everyone who participated in the visioning process, and gave kudos to the Monona Terrace staff for the excellent partnership. Ms. Archer will report back to the Board regarding future developments of the Destination 2020 program.

3. [09203](#) Presentation of Slate of Officers for Election at the April 17, 2008 Board Meeting - Bill DiCarlo, Chair, Nominating Committee

Mr. DiCarlo was pleased to report that the present slate of officers has agreed to serve another term:

Ann Kovich, Chair
Mona Adams Winston, Vice-Chair
Jeff Bartell, Secretary

A motion was made by Ms. Sidran, and seconded by Mr. Krieg, to accept the slate as presented. The motion carried by voice vote/other.

REPORTS

1. [08556](#) Strategic Business Study Committee Update - Jeff Bartell, Chair

Mr. Hess substituted for Mr. Bartell who was unable to attend the Board meeting. A resolution was introduced at the Common Council on March 18, 2008 to establish the Downtown Hotel Feasibility Study Committee. Members appointed by the Mayor are:

- Marsha Rummel (downtown Alder)
- Richard Slone (Economic Development Commission)
- Jeff Bartell (Monona Terrace Board of Directors)
- Deb Archer (Greater Madison Convention and Visitors Bureau)
- Tom Ziarnik (Greater Madison Chapter of the Wisconsin Innkeepers Association)
- Susan Schmitz (Downtown Madison, Inc.)
- Mario Mendoza (Mayoral designee)

The resolution was referred to the Board of Estimates and will appear on their agenda on Monday, March 31, and go back to the Council for approval on April 8. Staff from the Comptroller's Office and Monona Terrace will support this committee. The next step in the process will be to write an RFP to select a consultant to do the study.

2. [08559](#) Finance Report - Kathi Hurtgen, Director of Finance

December

Ms. Hurtgen reported \$46,000 in revenue over expenditures for 2007. The total operating revenue total was \$4,173,000, a new Monona Terrace level of achievement. The forecasted event totals for December were very accurate, and produced \$200,000 in additional event revenue. Overall there was a 5% increase in revenue.

Funds raised for the ten-year anniversary celebration were listed in the "miscellaneous" category, and Ms. Kovich suggested that a more appropriate description would be "one time revenues." Staff agreed that with that suggestion, and will make the change. Any future similar funds will also be listed as "one time revenues."

Mr. Ziarnik asked why the kitchen renovation was paid for with cash that could have been used for marketing. Mr. Hess explained that because of cuts in the 2008 budget, Monona Terrace received authorization from the Finance Committee to spend 2007 surplus fund monies for some year-end projects. The kitchen renovation was a necessity because the equipment that was original to the building was no longer efficient, and the new top-of-the-line equipment should last for 10-15 years. It was also pointed out that Monona Terrace does not borrow money for capital projects, cash funding is used for operating expenses as well as capital projects. The Board discussed the suggestion of using future surplus funds for marketing.

January

January was 34% ahead of budget because of a profitable consumer show, and eight meetings that were added during the second half of the month. Expenses were less than budgeted amounts.

February

Ms. Hurtgen reminded the Board that Epic will not be holding any events at Monona Terrace in the future, and catering revenues will be reduced. The sales staff has found meetings, etc. to fill the former Epic time slots, but they are not as profitable. Revenues were 22% over budget in February, and expenses were higher than anticipated because of overtime expenses caused by snow removal efforts. However, expenses were lower overall because payments are still being processed by the Comptroller's Office. The month closed with \$184,000 in surplus funds.

Mr. Hess commented that the Streets department is \$1.1 million over budget because of the unusually harsh winter and heavy snow plowing expenses. It is possible that the next year's budget instructions from the Mayor may contain larger budget cuts than usual.

3. [08560](#) Director's Report - Jim Hess, Director
- Board Report
 - TOT Study Committee
 - Lake Vista Cafe Update
 - Mayor's State of the City Speech

There were no questions regarding the Board report. Further comments from Mr. Hess included:

- Staff met with Larry Nelson, City Engineering, regarding the Lake Vista Cafe project on the Monona Terrace rooftop. The pre-cast panels have delayed the project because not all of them were correct and had to be returned and remanufactured. The City will enforce the contract penalty clauses if deadlines are not met. Staff is optimistic that the new pre-cast panels will arrive on time, and that the Cafe will open as scheduled on Memorial Day weekend.
- An All-Staff meeting was held on Wednesday, March 19 and featured:
 - o a presentation of year-end guest survey results
 - o a group exercise on attitudes/behavior and communication ground rules
 - o Deb Archer, GMCVB, presented a Power Point about Destination 2020, "a road map for the future evolution of Madison as a distinctive visitor destination . . ."
- Staff is developing a strategic plan, called the Team Monona Terrace Plan, to support the Board's strategic planning efforts, and promote even greater operational efficiencies. The next meeting will be on April 8.
- A TOT Study Committee has been formed to discuss policies and usage of TOT funds. Committee members include:
 - o Mario Mendoza, Mayor's Office
 - o Jim Hess, Director, Monona Terrace
 - o Deb Archer, President, GMCVB
 - o George Weisner, Innkeepers Association
 - o Ed Clark, Economic Development Commission

In response to a question, Mr. Hess clarified that the former Monona Terrace Shuttle Fund Committee (which provided transportation assistance to groups who wanted to bring their meeting to Madison) is now called the Monona Terrace Event Booking Assistance Committee.

4. [08561](#) Announcements from the Chair - Ann Kovich, Chair

Ms. Kovich wished the Badger basketball team good luck in the NCAA tournament!

ADJOURNMENT

A motion to Adjourn was made by Bill DiCarlo, and seconded by Judy Sidran. The motion passed by voice vote/other.