



City of Madison

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

Thursday, May 20, 2010

4:30 PM

One John Nolen Drive
Hall of Fame Room

Present: 9 -

Warren E. Onken; Mona Adams Winston; Ann E. Kovich; Henry S. Lufler, Jr.; Mark M. Opitz; William DiCarlo; Anne Katz; Judy Sidran and M. Alice O'Connor

Excused: 5 -

Sheridan A. Glen; Jeffrey B. Bartell; Glenn R. Krieg; Thomas J. Ziarnik and Wayne Bigelow

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Sidran, 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. [18510](#) High Speed Rail Station Location - Janet Piraino, Chief of Staff, Mayor's Office; Dave Trowbridge, City of Madison Planning Division
 - The Governor wants high speed rail in Wisconsin by 2013.
 - Three buildings near Monona Terrace are being considered for the location of the train station: 1 West Wilson, the State of Wisconsin Investment Board, and the DOA building (1 West Wilson would most affect Monona Terrace regarding parking and traffic congestion).
 - Officials are very committed to a public process and interested in hearing a variety of viewpoints. Consultants for the project, CH2M Hill, will organize a series of public meetings regarding the train station, and could be invited to attend a future Monona Terrace Board meeting to answer questions and hear concerns of the Board members. The Board is excited about this project, and its potential benefits to Monona Terrace.
 - The two biggest challenges are adequate parking and traffic pattern. Other important factors regarding the potential locations for the train station are ridership, cost, and time from Milwaukee to Madison.

2. [14289](#) Greater Madison Convention and Visitors Bureau First Quarter Report - Deb Archer, President, GMCVB
 - Contract revenue is up a bit, with four definite contracts for the year totaling \$108,000+; the contract revenue goal for the year is \$625,000.
 - Pending contracts total \$168,000.
 - Contract leads are flat when compared to last year.
 - Direct spending for all GMCVB confirmed events is expected to generate \$15,000,000+.
 - Events are experiencing smaller attendance which shrinks contract revenue amounts.
 - Room tax revenue is +3% when compared to the same time frame in 2009.
 - The GMCVB is part of a grassroots effort to spread the word to executives about the importance of keeping business in the state.

3. [18298](#) Presentation to Ann Kovich (Past Board Chair) - Mona Adams Winston, Chair

Chair Adams Winston presented a gift to Ann Kovich, outgoing Board Chair, on behalf of the entire Board in appreciation for her leadership, her years of service on the Board that have been of great benefit to Monona Terrace, and look forward to her continued participation as a Board member. Ms. Kovich commented that Monona Terrace has been a big part of her life for many years. She thanked all the Board members for their willingness to participate, and complimented them on how sincerely they care about the building and its success.

4. [17074](#) 2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events
 - Banquet numbers are holding steady at 218 (year-end total projected to be 221)
 - 176 meetings are on the books (year-end total projected to be 184)
 - Conferences total 35 definite, 2 pending, and 1 tentative.
 - Conventions total 25 definite, none pending, and 1 tentative.
 - Revenue totals are +5% over the internal budget, and Monona Terrace may finish the year with a total of approximately \$4,000,000 in revenues.

5. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

During the month of April, 59 events were held vs. budgeted totals of 62 events. Revenue was +28% for the month, +3% year-to-date. Total operating expenses were -8% for the month and year-to-date as well. Surplus totals were \$129,000 for the month, and \$196,000 for the year.

6. [11917](#) Director's Report - Jim Hess, Director

- There were no questions regarding the Board report.
- The location of the high speed rail station will be approved before the design is done. Ms. Kovich suggested that a letter should be drafted stating the Board's position on the rail station that would be submitted at the appropriate time. Mr. Hess responded that he attends the meetings with the consultants, and will keep the Board informed regarding the progress of the project.

- The Lake Vista Café opened for the season recently, and is doing well. Staff is hopeful that the weather will be favorable, and looking forward to many guests coming to the Monona Terrace rooftop to enjoy the fine food and outstanding views of Lake Monona. The Tunes concert series provides good business for the Café because attendees purchase food and beverages.

- Following the recent Earth Day event at Monona Terrace, discussions were held between Monona Terrace staff and University of Wisconsin personnel regarding partnering on a composting project. Monona Catering staff would compost prep food (pre-consumer) scraps at this time. The potential exists to compost as much as one ton per week which would reduce the waste stream considerably, and increase recycling totals. Monona Terrace is accredited as a "green" building, earning LEED-EB status in 2007.

- First quarter TOT collections were up 3% compared to 2009 totals (\$1,511,372), but less than 2008.

7. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair

Mr. Onken spoke on behalf of all the members to thank Mark Opitz for his service and participation on the Monona Terrace Board since his appointment in June 2008.

There were no other announcements regarding Monona Terrace.

ADJOURNMENT

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