



# City of Madison

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

## Meeting Minutes - Approved 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, May 20, 2021

4:00 PM

via Virtual Meeting

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### CALL TO ORDER / ROLL CALL

**Present:** 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Andrea R. Nilsen; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; James Ring and Angela Bozo

**Absent:** 1 - Brent McHenry

**Excused:** 2 - Aureliano Montes and Eric A. Rottier

### APPROVAL OF MINUTES

A motion was made by J. Richardson, seconded by Karofsky, to Approve the Minutes. The motion passed unanimously.

### PUBLIC COMMENT

1. [65532](#) 3 minutes per comment  
None.

### DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Mike Verveer and Alice O'Connor are members of the Monona Terrace Booking Assistance Advisory Committee.

### PRESENTATIONS

2. [65535](#) Downtown Recovery: Jason Ilstrup, President, Downtown Madison Inc.

**Attachments:** [DMI - Presentation.pdf](#)

The keys to a successful Downtown are a strong residential base, a large number of employees, a diverse set of events and a healthy tourism economy. Pre-COVID the downtown was doing very well in these areas. During COVID things changed drastically, 80% of workers started working from home at least 1 day per week. Events were canceled and overall direct spending losses were an estimated \$52M. To cope, businesses started innovating, and looking at public space differently, for example the "Streatory Program," which allowed

restaurants to expand their outdoor eating space. In all of this, DMI been working hard advocating for downtown businesses, like getting fee waivers and additional City funding. DMI has put together a public/private partnership with 3 task forces: Activation and Programming, Economic Development, and Equity. Business organizations like the Black Chamber, BID, GMCC, and Destination Madison, to name a few, are at work to create a shared strategy for the downtown. They are designing approaches with both short and long term goals in mind. They are making efforts to develop equity and diversity in events held, business owned, along with housing and workforce development. Case-in-point, the work they are doing evolving State Street and the Capitol Square with in-fill and pop-up shops. With the both public and private organizations collaborating to move forward in this way—meeting immediate goals while planning for the future—means the changes will be both sustainable and intentional.

### NEW BUSINESS

3. [65537](#) CSC Contract Extension: Connie Thompson, Director

**Attachments:** [2021extensionCSCcontract](#)

A motion was made by Nilsen, seconded by M. Richardson, to Approve the CSC Contract Extension. The motion passed unanimously.

4. [65539](#) Finance Committee Report: Glenn Krieg, Committee Chair

**Attachments:** [2022 Capital Budget.pdf](#)

A motion was made by Karofsky, seconded by J. Richardson, to Approve. The motion passed by voice vote/other.

5. [65541](#) Nominating Committee Report: Jane Richardson, Committee Chair

A motion was made by J. Richardson, seconded by Peters, to to create a staff supported ad hoc subcommittee of the board, with the purpose of designing a systematic process to identify and recruit talent for board membership, with an emphasis on diversity (in all its definitions) and inclusion (in all its definitions), in order to advise appointing authorities when openings occur. The motion passed unanimously.

Those board members interested in working on this committee, should reach out to the chair.

### UNFINISHED BUSINESS

6. [65543](#) Slate of Officers presented for vote: Jane Richardson, Nominating Committee Chair

A motion was made by Richardson, seconded by Krieg, to Approve the slate of officers presented by the Nominating Committee for vote:Alice O'Connor, Chair, Judy Karofsky, Vice Chair, Jim Ring, Secretary. The motion passed by voice vote/other.

**REPORTS**

7. [65545](#) Annual Report: Bill Zeinemann, Associate Director Marketing and Event Services

**Attachments:** [2020 Monona Terrace Annual Report Web.pdf](#)

Staff put effort into the 2020 Annual Report to ensure it set the right tone. The facts and figures may not have been impressive, there were some bright spots like virtual community events. The report endeavors to celebrate some of these pandemic related innovations, to appreciate the support of partners, and to outline a path forward.

8. [65547](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

**Attachments:** [bkpc\\_04-30-21.pdf](#)

2021	Projected	Since last month	Normal year
Banquets	112	+11	167
Meetings	94	-1	170
Conferences	8	-2	25-28
Conventions`	12	+1 tentative	30-32

Events are returning as the year continues. Many social events are on the books, along with graduations and business galas. COVID cancelations are also slowing, with only 7 since last month. Additionally, sales is working with 38 potential new clients, since this report last month. As a silver lining, 2022 bookings are pacing as if the year will be relatively normal.

9. [65549](#) Finance Report: Jeff Boyd, Business Manager

**Attachments:** [April finance2021.pdf](#)

April had 26 events with \$72,000 in event revenue. Expenses remain low, with April being under budget by \$208,000.

10. [65551](#) 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\\_05-20-21.pdf](#)

Lake Vista Café opened on May 18. A concert series called Live @ Lake Vista will be inaugurated on Jun 17, this was featured in today's newspaper. If the events are popular, there will be more concerts like this over the summer.

Staff is working on a reopening plan. In light of recent news, that Dane County Public Health will allow the health orders to expire on June 2, there will be much to consider. The Mayor will likely have input on how city buildings will function with regards to social distancing and masking. All redeployed staff will be back by July 11.

#### ADJOURNMENT

A motion was made by Nilsen, seconded by Verveer, to Adjourn. The motion passed unanimously.