



City of Madison

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

Thursday, April 21, 2016

4:00 PM

One John Nolen Drive
Hall of Ideas E

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Shelia Stubbs; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 3 - Susan Sabatke; Mark Clarke and Judith F. Karofsky

APPROVAL OF MINUTES

A motion was made by Gonzalez, seconded by J. Richardson, to approve the minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [42512](#) Mayor Paul Soglin

The Mayor has appointed the people to serve on the Room Tax Commission. Three Monona Terrace board members have been chosen for the commission: Tom Ziarnik, Glenn Krieg and Mike Verveer.

The mayor observed that recent legislation passed in North Carolina and Mississippi has had detrimental effect on the state's commerce. It's not impossible for similar legislation to be passed in Wisconsin and he wants to be prepared to protect Madison from the economic implications of this type of legislation.

The Mayor discussed the Judge Doyle Square project. He feels like the project is heading in a good direction and that the common council is leaning towards the larger project option which includes underground parking. Although this project proposal included only a limited service hotel the mayor feels that during negotiations with the developer it seems as though there is some flexibility that may allow the city to modify the hotel to meet Monona Terrace's needs.

Finally the Mayor was asked about the reasons behind the beverage licensing moratorium. He explained that the loss of retail and service businesses has become a growing problem across the nation. Many cities are therefore looking into how to slow, reverse and prevent the trend. The Mayor proposed the moratorium to give the city some time to create a plan of action.

2. [42514](#) Community Event Sponsorships: Fran Puleo, Manager of Community and Public Relations

Attachments: [sponsorships.pdf](#)

The board was presented with a list of sponsors who are interested in donating money to support a variety of Monona Terrace produced community events. Fran is seeking approval of these sponsorships from the board.

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

3. [42516](#) Election of officers

The Slate of Officers up for election:
Glenn Krieg, Chair
Alice O'Connor, Vice Chair
Judy Karofsky, Secretary

A motion was made by Solheim, seconded by Verveer, to elect the Slate of Officers. The motion passed by voice vote/other.

4. [42519](#) Monona Terrace Small Business and Employment Opportunities 2015 Report
Monona Terrace Joint Services with the Alliant Energy Center of Dane County
2015 Annual Report

Attachments: [Small Business - 2015.pdf](#)
[2015 Joint Services Annual Report.pdf](#)

A motion was made by Verveer, seconded by Ring, to approve the reports. The motion passed by voice vote/other.

5. [42521](#) Judge Doyle Square Update: Gregg McManners, Director

Now that the common council has approved negotiations with Beitler, meetings with this project development company have begun. Beitler representatives believe that the initial development agreement put together earlier by the city and JDS Development, with a few modifications, can be used to move the project forward. The city and Beitler discussed the approval process and timeline to completion.

6. [42524](#) Quarterly External Environmental Issues Updates: Gregg McManners, Director

Members of the room tax commission have been appointed; however, procedures and processes by which the commission is to function are still in development. There are three Monona Terrace Board members on the commission all with good working knowledge of Monona Terrace, the Overture

Center and the GMCVB. The Room Tax fund continues to do well; driven by rising Average Daily Rates (ADR).

7. [42527](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bookingpace_3-2016.pdf](#)

	Budgeted	Projected
Banquets	216	238
Meetings	208	195
Conventions	35	36
Conferences	27	25

The revenue is on pace to be 8% over budget, a projected \$4.73M.

8. [42530](#) Finance Report: Gregg McManners, Director

Attachments: [March_2016finances](#)

Event revenues for March were over by 2% and expenses were over by 7%, leaving March with a deficit of \$36,000. The uptick in expenses is due to both a retirement payout and the application of January and February benefits expenses for hourly workers to March. Due to a software issue these expenses were not applied in their respective months. Monona Terrace is still working out the details with the City Finance department regarding these expenses. Year to date the budget is \$4,000 under expenditures.

9. [42531](#) Directors Report: Gregg McManners, Director
A. Board Report
B. Annual Report

Attachments: [rpt_4-21-16.pdf](#)
[2015AnnualReport_Final.pdf](#)

Board report: No comments or questions

The board was provided with the 2015 Annual Report.

Reminder: the Lake Vista Café opens May 10th.

May 12, Monona Terrace is hosting a special PESTLE activity. It will be facilitated by Brett Remington, various Monona Terrace stakeholders have been invited to participate.

May 12 also marks the start of the new equipment installation in the parking ramp.

10. [42532](#) Announcements from the Chair: Glenn Krieg, Chair

None.

ADJOURNMENT

A motion was made by J. Richardson, seconded by O'Connor, to adjourn. The motion passed by voice vote/other.