



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, August 15, 2019

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 - Jane Richardson; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Steven Peters; Mark Clarke; Judith F. Karofsky; Thomas J. Ziarnik and James Ring

Excused: 3 - Michael E. Verveer; Susan Sabatke and Glenn R. Krieg

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

There was a quorum of the Monona Terrace Booking Event Assistance Advisory Committee present.

NEW BUSINESS

1. [56931](#) Destination Madison 2nd Quarter Report: Deb Archer, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

Attachments: [MT_report_Q2_2019.pdf](#)

Destination Madison will be working with consultants to conduct two types of resident survey. The first is a direct survey of residents to determine how they feel about tourism in their city. The second involves gleaning social media posts in order to determine what people are saying about the city, its amenities, facilities and events.

The "Experience Madison" program is quite successful. They are expanding it, and will be working with more local businesses to add 8-10 new experiences to this program. An example of a popular experience is Olbrich Gardens' "Garden to Glass" tour, where the guide takes the group through Olbrich, focusing on various edibles, and then at the end they all enjoy a cocktail made with the items found on the tour.

DM staff noted that they have contracted 1,600 rooms in Madison as overflow for the Democratic National Convention occurring in Milwaukee.

The contract revenue generated for Monona Terrace is on track for the second quarter at 47.6% of goal for the year. This is a much better position than they were in last year and the sales team is cautiously optimistic about reaching their goal of \$705,000 by year's end.

2. [56933](#) Monona Catering Mid-year Report: Wendy Brown-Haddock, General Manager

Attachments: [mc q1-2 2019.pdf](#)

(See attached report) The board is invited for a tour of the kitchen at 3:15 pm, September 19.

3. [56935](#) Finance Committee Report: Alice O'Connor, Committee Member

A motion was made by Ring, seconded by Ziarnik, to Approve the 2020 Operating Budget. The motion passed by voice vote/other.

4. [56937](#) Nolen Waterfront Focus Group Discussion: Jim Ring

A focus group comprised of staff and board from Monona Terrace attended a meeting pertaining to the Nolen Waterfront and Law Park Project. There are several aspects of this project that involve Monona Terrace including, an expansion of the convention center, the connection of the Wilson St. level to the waterfront, traffic & street considerations and addition of the Frank Lloyd Wright Boat House. An RFP has been released internationally calling for a design competition.

A study of the effect of additional hotel rooms downtown in relation to need for Monona Terrace expansion is going forward; an RFP will go out next week.

5. [56967](#) Dane Dances! 20th Anniversary Honoring Resolution: Gregg McManners, Director

Attachments: [RES56823.pdf](#)

A resolution honoring 20 years of Dane Dances! was approved by council August 6. Both Al Cooper, President and Peter Anderson, Founder were presented with certificates from the Mayor. The mayor also attended the August 9 concert to present the certificate of honor to the organization.

6. [56939](#) PESTLE Analysis, August 29: Gregg McManners, Director

This is a reminder to the board that there will be a PESTLE Analysis activity held on August 29. The board invited to attend and participate.

7. [56950](#) Downtown Update: Gregg McManners, Director

Attachments: [sce_8-2019.pdf](#)

Beitler was able to get their hotel zoning changes approved by the Plan Commission.

As noted in the newspaper this week, two issues have come up regarding Gebhardt's building design on block 88. The first has to do with how the affordable housing units are dispersed throughout the building. The second has to do with the fact that the podium built over the municipal garage will not be able to support the weight of the current design.

8. [56954](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp_6-30_7-31-19.pdf](#)

2019	Budgeted	Projected
Banquets	192	167
Meetings	171	177
Conventions	31	33
Conferences	25	26 + 1 pending

2020	Projected
Banquets	185
Meetings	171
Conventions	29 + 4 holding space
Conferences	17 + 5 holding space

Early reports indicate that 2020 will be similar in number of events as 2019, which is lower than previous years.

9. [56956](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [finances_06_07_2019.pdf](#)

June was a good month with two conventions that made \$15,000 more in revenue than was budgeted. Total revenue for the month was \$469,000, up 8% from the budget. The month ended with a surplus of \$76,000.

July had three conventions that made 25% more revenue than budgeted. Accordingly, expenses were also high, at 13% over budget. The month still ended with a surplus of \$13,000.

Year-to-date there is a \$26,000 surplus. This is less than 2018's revenue surplus; however, factoring in a retirement, increasing hourly salaries, and an increase of \$270,000 in expenses from city finance—having a surplus at all is extraordinary.

10. [56958](#) Director's Report: Gregg McManners, Director
- A. Culture Update
 - B. Administration
 - C. Operations
 - D. Community Relations
 - E. Gift Shop

- F. Sales and Marketing
- G. Event Services
- H. Business Office/Human Resources
- I. Catering

Attachments: [rpt_08-15-19.pdf](#)

Gregg shared a kind letter written by a stagehand who recently left Monona Terrace for a specialized position in his field of expertise. Gregg shared this letter to help the board appreciate the culture of support, comradery and fulfillment that staff members of Monona Terrace share.

After 14 years, Tom Ziarnik has decided to resign from the Monona Terrace Board.

ADJOURNMENT

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