



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, October 22, 2015

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 13 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; Shelia Stubbs; Mark Clarke; Judith F. Karofsky; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 1 - Glenn R. Krieg

### APPROVAL OF MINUTES

A motion was made by Gerlach, seconded by Gonzalez, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Judy Karofsky disclosed that she has stock in Exact Sciences.

### NEW BUSINESS

- [40254](#) Authorizing the City to execute a service contract for a 1 year term of service, with three 1 year renewal options, provided by The Hiebing Group, Inc., for marketing and advertising of Monona Terrace Community and Convention Center.  
**A motion was made by Clarke, seconded by Ziarnik, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**  
**Excused:** 1 - Glenn R. Krieg
- [40546](#) 2016 Sponsorship Agreements with Festival Foods and GHC: Bill Zeinemann, Associate Director - Marketing and Event Services  
**A motion was made by Solheim, seconded by Richardson, to Approve acceptance of the sponsorships. The motion passed by voice vote/other.**
- [40378](#) JDS Update: Gregg McManners, Director

Since our last board meeting the JDS project has been stalled. The day after the project was approved by the Common Council, Exact Sciences took a major stock hit. Their colon cancer screening test was not listed among US Preventative Services Task Force (USPSTF) recommendations for colon cancer screening. Exact Sciences share prices dropped by 60% after a draft of the USPSTF recommendations was released. This new development increases the risk the city will be taking on the JDS project, should they go forward. The mayor issued a letter to Exact Sciences asking for answers regarding this increased risk. Until Exact Sciences responds to the mayor's letter, all work being done in preparation for the project will be on hold.

Once Exact Sciences responds, the city can accept the response and move forward with the project, reject the response and consider the other 3 proposals, or ask for more clarification.

Due to the change in timeline, it may be possible to rework the parking aspect of the project design, optimizing the space to include even more parking. This was not possible before because the parking had to be finished in a finite period of time to meet the 2017 deadline Exact Sciences had set.

4. [40379](#)

Quarterly External Environmental Issues Update: Gregg McManners, Director

The Room Tax Committee is still in development along with the rules that govern it.

Our LEED application earned enough points for a Gold Certification. This will be announced officially in November. We will immediately need to start work on application for recertification in 5 years, as the process required for LEED Certification has changed and requires years of data collection. Our in-house designer is working on a LEED exhibit for the north east entrance alcove. This display will tell the story of how Monona Terrace has become a LEED Gold Certified Building.

5. [40381](#)

2016 Operation Budget: Gregg McManners, Director

The budget for 2016 was approved and this included an increase in Monona Terrace's budget for steam costs and a chiller maintenance contract. Unfortunately, the city did decide to borrow \$500,000 of Monona Terrace's reserve fund to balance its budget. This leaves approximately \$500,000 in our reserve fund. We will request reimbursement to the reserve fund in 2017 with funds from the TOT. Also, this year may end with a revenue surplus that can be added to our reserve fund at the end of this year.

In light of this, one budgetary concern for 2016 has popped up. If the JDS project goes forward, it will mean the government east parking ramp will be demolished and rebuilt. There will be a period of time without the government east parking inventory and this will be hard for attendees. It is possible that this development will reduce the amount of local events willing to book due to the lack of parking for their attendees. This loss of business revenue may mean we need to dip into our reserve fund to balance our budget. Therefore, the state of our reserve fund is of great concern.

6. [40383](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and

Event Services

Event revenue is up 4% and overall revenue is up 3.6%

2015	Projected	Budgeted
Banquets	217	212
Meetings	195	205
Conv/Conf	63	63

A last minute convention for Spectrum has been booked for this year.

2016 bookings look strong in all categories.

7. [40384](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

September was a strong month. We hosted 62 of a budgeted 60 events. The operating revenue was over by 31%. This was due to some last minute client changes that included adding space, catering and AV. The client spent three times what was projected for them. Though expenses were over by 8%, this was primarily due to equipment rental costs that will eventually be billed back to the client. Year-to-date there is a revenue surplus of \$56,000.

The Strategic Action Plan Dashboard shows quarter 3 is in great shape. Operational excellence, workplace excellence, and financial viability measurements all show positive indicators. (see attachment)

8. [40385](#) Directors Report: Gregg McManners, Director  
A. Board Report

The Wisconsin Forward Award examiners were here on October 18-21. There were 7 examiners who completed interviews with 38 staff members, 4 volunteers and 2 board members. They requested all kinds of documentation beyond what was provided in the application. At the end they presented a short summary of their findings. Strengths include: leadership, customer focus, valuing people, fulfilling societal responsibilities, and ethical behavior and transparency. Opportunities for improvement include: more correlation of data, managing for innovation, increased organizational learning and using results to solve problems. Their final report and scoring is due back by the end of November.

9. [40386](#) Announcements from the Chair: Glenn Krieg, Chair

Reminder: The client appreciation party will be held December 9th. Board members are encouraged to attend.

**ADJOURNMENT**

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