



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 17, 2012

4:30 PM

One John Nolen Drive
Hall of Fame Room

SYMBOLIC EXCHANGE OF GAVELS

Mona Adams Winston started the meeting by turning over the office of Chair to Glenn Krieg. Krieg thanked Adams Winston for her many years of community advocacy and for her serving on the Monona Terrace Board as Chair. Krieg then called the meeting to order.

CALL TO ORDER

ROLL CALL

Present: 11 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mona Adams Winston; Ricardo A. Gonzalez; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Ann E. Kovich

Absent: 1 -

Dianne Hesselbein

Excused: 2 -

Chet Gerlach and Thomas P. Solheim

APPROVAL OF MINUTES

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

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures/recusals.

NEW BUSINESS

1. [09198](#) Marketing Committee Report: Sheridan Glen, Chair

The Marketing Committee Report was held first in order to accommodate a guest, Paul Thompson, from Hiebing Ad Agency.

Glen opened the report with a short introduction to the work the committee has

been doing regarding the new marketing campaign. He explained that the committee is not directing this campaign but rather is a forum for the marketing ideas to foment. The committee discussed what would be most effective in advertising Monona Terrace and the consensus was that everything needs to be used, from print to website development to social media. Glen then introduced Paul Thompson of Hiebing to share examples of the work they have been doing with Monona Terrace's staff.

Mr. Thompson gave a brief history of the development of the new ad campaign. How the "immersion" concept became the underlying theme and how that concept influenced the advertising. He shared several boards displaying the different print ads as well as images of the website and social media designs they have implemented. This showed the unified nature of the design in all of the platforms.

2. [14289](#)

Greater Madison Convention and Visitors Bureau First Quarter Report: Diane Morganthaller, Vice President of Marketing & Strategic Planning, GMCVB and Rebecca Ramsey, Director of Sales, GMCVB

The GMCVB shared a list of their management activity for the first quarter of 2012, which included the industry representation they do in the State of Wisconsin and the County of Dane, along with the leadership engagement their staff has with a variety of local organizations.

In sales, the GMCVB has brought \$155,886 for the first quarter which is 3% behind where they want to be at this point in the year; however, considering the economy and looking to future leads, Ramsey feels this is a strong start and will be made up in the coming months. Next she highlighted several of the definite contracts that have been secured. American Cheese Society is one of the large revenue events and is a very exciting contract considering the competition that Madison was up against. The last two conventions for this group were held in Toronto, Canada, and Raleigh, NC. Leads for future events have had an uptick this year at 41 versus last year's total of 26. The number of all the GMCVB confirmed events is also up from last year, though the direct spending is down. It is due to smaller size of the groups.

The GMCVB marketing year-to-date convention trade PR value has already reached two-thirds of the goal of \$75,000. Destination PR on the other hand has started out quite low; however, they expect this area to pick up and have several items in the works. As for the Monona Terrace specific PR, they've done \$10,269 of publicity value so far this year.

Industry trends in occupancy rates have continued upward. The average daily rate is also ahead of last year. For downtown Madison the occupancy rate has remained in the middle of the competitive set range, although this particular report is understated due to room renovations at the Hilton and Concourse. Future event sales pace for 2013 is behind; however, there are a large amount of tentative room nights, which is encouraging.

Fourth quarter numbers are in for 2011's TOT collection. Madison's up considerably from last year and is actually a record high for the city.

3. [26325](#)

Olin Terrace Use Appeal Sub-Committee: Glenn Krieg, Chair

As part of the updated Olin Terrace Use permitting process it is required that the Monona Terrace Board Chair appoints a committee to hear an appeal if an applicant is ever denied a permit. Accordingly, Glenn Krieg, the Chair of the Board, appointed Alice O'Connor, Judy Karofsky and himself as the members of this newly formed committee.

PRESENTATIONS

4. [26331](#) Presentation to Retiring Board Member Bill DiCarlo: Glenn Krieg, Chair
- A plaque of appreciation for service and words of thanks from the board were given to Bill DiCarlo, who is retiring from his position at the Alliant Energy Center. Kevin Gould will be taking his place on the board. Kevin is the Interim Executive Director of the Alliant Energy Center.
5. [26349](#) Presentation to Retiring Board Member Sheridan Glen: Glenn Krieg, Chair
- A plaque of appreciation for service and words of thanks from the board were given to Sheridan Glen, whose service on the Monona Terrace Board concluded. In his place the mayor has appointed Jane Richardson.

REPORTS

6. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

	Actual	Budgeted
Banquets	180	220
Meetings	190	215
Conventions	32	32
Conferences	32	30

The soft banquet numbers are starting to trend as the new normal. The sales department's realization is that Monona Terrace's future is not in banquets, but in conventions and conferences. Conventions are proving to bring in the lion's share of revenue so far this year. Another bright spot is the fact that several events who have not booked here before are not only booking, but are signing multi-year contracts with this facility.

7. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations
- The month of April ended with revenue of \$28,000. Total operating expenditures were down by 2% and revenue was up by 5%. Revenues in April were significantly higher than last year. Year-to-date revenue is still down by \$23,000.
8. [26333](#) Director's Report: Gregg McManners, Director
- A. Judge Doyle Square Resolution
- A print-out of the legislative files on the Judge Doyle Square Resolution was

provided to the board. They have been asked to review the documentation and prepare for an agenda item discussion at June's board meeting.

B. Board Report

Monona Terrace will display the only dog house that Frank Lloyd Wright ever designed. There will be a special media event surrounding the opening of the exhibit on June 4, and the exhibit will continue on display through June 10.

As a reminder to the board, the Lake Vista Café has opened for the season.

9. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

There were no announcements.

ADJOURNMENT

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