



City of Madison

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

Meeting Minutes - Draft 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?*

Thursday, January 16, 2025

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Michael E. Verveer; David A. Aguayo; Aureliano Montes; Elizabeth Doyle;
Kevin Scheibler; Judith F. Karofsky; Glenn R. Krieg; James Ring; Steven M.
Peters and Angela Bozo

Excused: 3 - Cathleen A. Dettman; Mark J. Richardson and Eric A. Rottier

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [86699](#) 3 mins. per person

None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Angela Bozo and Mike Verveer are members of the Monona Terrace Booking Event Assistance Advisory Committee.

2. [86715](#) Statement of Interest Forms for City Appointed Board Members

The board was reminded that if they are on a city committee they need to submit the annual Statement of Interest.

3. [86701](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp_12-31-24.pdf](#)

The pace for 2025 has started slowly but is building speed.

	Budgeted	Projected
Banquets	170	160
Meeting	134	120
Conferences	26	28

Conventions 21 24

Consumer shows and community events are on pace. Sales believes that by the end of first quarter bookings will likely be on budget.

4. [86703](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [fin 11-30-24.pdf](#)

Expenses were high in November due to an increase in hourly staff; however, revenue was also higher than budgeted so the month's shortfall was \$62,000. Year to date revenue still remains at a surplus, currently of \$596,000. Projections show end of year revenue at \$5.07M versus a budget of \$4.12M. The reason for the surplus includes, conventions spent higher than could have expected in catering and AV technology. Next month Jeff will report on December, which had a surprising 40 events. With regards to expenses, 2024 had 4 retirement payouts amounting to approximately \$200,000. The fact that the budget was able to absorb that cost is a testament to sales, AV and catering.

5. [86705](#)

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 01-16-25.pdf](#)

The v5 LEED application was submitted in December. Monona Terrace retains its platinum certification thru 2026 and will have a concurrent gold certification for this cycle. The reason for gold, is the shift in focus of the new v5 application. It's all about decarbonization and for an already existing building, it is going to take several initiatives, and changes over the next 5 yrs to earn platinum.

Operations staff completed the full building cleaning schedule, which is a challenge to get through in the time allotted. Maintenance and Operations staff winterized the building. Multiple window replacements were made in the Grand Terrace and the Community Terrace.

Holiday plants and décor will be coming down after the last holiday party on January 11. The new gardener is prepping for spring, he has had trees removed from the roof and dock areas and will replant them in the spring. He is also cultivating additional plantings for the spring.

A structured cabling project was started on the east side. This is to replace the original 1997 cabling which was deteriorating with higher tech, better cables to provide our AV technology to clients.

The community programs have been well attended, and group tours were quite high for the off-season, at 951 people.

ABC news did a live broadcast on election night from Olin Terrace. A new Ad Agency has been contracted after an RFP went out in November. There were 16 responses and 14 qualified for interviews. The panel was made up of Monona Terrace staff and a Destination Madison Marketing manager. There were two finalists, and Shine United was awarded the contract.

The facility manager position was posted. An ops worker was promoted to a lead position. There are still open maintenance positions. The AV/IT manager position will be reposted.

The new gardener plans to clean out the rooftop beds of some of overgrown and older growth. Then starting with Olin Terrace, he will add more color; nothing drastic, he hopes to support the current aesthetic and provide supplemental changes. He's also upgrading the interior plantings.

6. [86708](#)

Announcement from the Chair: Judy Karofsky, Chair

A. Finance Committee will meet prior to the February 20 Board Meeting.

The Finance Committee was reminded of their upcoming meeting on February 20.

ADJOURNMENT

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