



City of Madison

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

Thursday, June 16, 2011

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 -

Sheridan A. Glen; M. Alice O'Connor; Mona Adams Winston; Ann E. Kovich; Dianne Hesselbein; Judith F. Karofsky; Glenn R. Krieg; Chet Gerlach; Thomas P. Solheim and Thomas J. Ziarnik

Excused: 4 -

Jeffrey B. Bartell; Henry S. Lufler, Jr.; William DiCarlo and Judy Sidran

APPROVAL OF MINUTES

Motion was made by Kovich to approve the minutes, seconded by Gerlach, motion was passed by voice vote/other.

PUBLIC COMMENT

There were no public comments.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

NEW BUSINESS

[22678](#)

Nolen Centennial Project - Tim Metcalfe, Chair

Mr. Tim Metcalfe introduced himself to the board. A native of Madison, he grew up in Monona. He explained that his inspiration for this project was drawn from his time driving back and forth on John Nolen Dr. He started presenting his project ideas in January to get feedback. Over this time he has formed a taskforce of business leaders from diverse backgrounds in the area. Their goal is to "Help Madison Evolve into The Model Healthy City."

He started out asking "Where is Madison Headed?" Pointing out our strengths as:

- International innovation and technology hub
- North American bike capital
- Convening center
- Growing urban population on the lakes

While John Nolen's 100 year-old Model City vision still evolves, (citing: UW

Investments: Institutes, Unions, Downtown Rebirth, and the Capitol East District) it's time for the next big piece as we build a world-class city. He suggests optimizing our underutilized asset: 400 acres of public land and two miles of lakefront. He sees developing this area as a regional playground, international bike event and activity ground, world-class convening center, and water/winter sports magnet.

This area has encompassed many uses down through the ages from agriculture, to a tourist campground, the Lakeside House Hotel, a Casino, and Chautauqua. Starting with Olin, then Nolen, Peters, and Wright, utilizing this area is a good idea that keeps on coming back.

He recommended that we start by developing an active, inspiring approach to downtown. Develop the bike path along the lake in an environmentally friendly manner with rainwater collection, landscaping and overlook structures that mimics Monona Terrace. Next create a destination point, similar to Chicago's Millennium Park and "Bean Sculpture," to draw visitors out from the downtown. This "Reflection Point" will be positioned to show off the Madison skyline and shoreline view. It will also present the opportunity to provide enhanced lake access and education. A lake center will provide families a way to instruct their children about Madison lakes. This point can become the "Memorial Union" of Lake Monona, with the "Capitol View Amphitheater." It would also be important to expand the bike trail; the Lakeview trail would connect with the current lakeside trail extending the City's most celebrated bike path by continuing it along the lake shore. This trail would provide shoreline access, a woodland setting, lake overlooks, and emergency access. It would be part of a transformation of Turville Park into a living outdoor classroom, that focuses on environmental education. A sportplex for the central city could be located near Alliant Energy Center. Now imagine unifying the lakefront park, sportsplex and convening space all connected by a land bridge. As the city's lakeside entryway, this bridge could be used as an iconic symbol of Madison's Healthy City Image.

The whole is greater than the sum of its parts. This can be to Madison what Grant Park, Millennium Park and McCormick Place are to Chicago. A 2005 Economic Impact Study projected that Millennium Park would create a 48% increase in annual visitors to Chicago, and a 37% increase in visitor spending.

Madison needs to be able to retain and attract large conventions like the World Dairy Expo, Ironman, Midwest Horse Fair, Paddle & Portage along with other international events. Revitalizing this area could also create a hub for a North American Bike Capital.

This project is currently in the Planning/Compiling Reports and Recommendations process. Its goals are to create a visionary, achievable plan with thoughtful implementation and recommendations, and to ensure public input. The next public meeting is in September, place and date to be announced.

The Board's reaction was positive. Gerlach commented that having a way to make a first impression on those driving into Madison on John Nolen makes sense. He asked what the Board can do to help. Metcalfe answered that the Board's support, expertise, and involvement in the planning process will help.

Glen suggested that the project committee hold their September meeting here at Monona Terrace. Metcalfe agreed that would be a good idea. Karofsky suggested that some of the renderings presented should show off the area's winter assets. She also mentioned that the presentation should indicate it is cognizant of the older people that have been encouraged to move to the downtown. Kovich stated that the connection between Monona Terrace and Alliant Energy Center is important in developing this gateway to the city.

Hesselbein commented that with the way things are budgeted in government right now, no one has the ability to borrow, and so there is no money to do this. She wondered if the plan can be instituted in phases. Metcalfe indicated that they were looking at that possibility. Kovich suggested finding out when other projects are being planned and coordinate changes with these projects, citing the Monona Terrace Bike Path resurfacing project as an example.

[22685](#)

Strategic Planning Session - Ann Kovich

Kovich explained that at the last Board meeting it was decided we should start the process of updating the strategic plan. The first order of business was to conduct a SWOT analysis to identify issues and changes in the environment over the past 4-5 years. She mentioned staff had sent out an inquiry regarding availability on July 20, 21 or 22 and no date seemed to be workable. She noted that on July 19th Monona Terrace staff will be getting together to compile the same information. She stated the Board is invited to join them, and they may enjoy the opportunity to interact directly with Monona Terrace staff.

This idea was well received by the board.

Kovich advised the board that "homework" would be sent to each member so they could think about issues prior to the meeting. Additionally for those members unable to attend, they could submit their comments in writing so they could be considered during the process. Tom Mossgaller will facilitate this meeting.

Sara will email an invitation to the board for the July 19th meeting from 8:30-11:30am.

REPORTS

1. [16208](#) Finance Committee Report - Henry Lufler, Chair, Finance Committee

Glenn Krieg noted that the Finance Committee had met prior to the board meeting and had approved a capital budget of \$1.1million. The mayor's directive was to reduce capital expenditures by 20%. The 2012 budget reflected a 30% cut from 2011 levels. The building is 15 years old now so there are some fundamental equipment and furnishings that require replacement. He noted that the budget includes upgrading the motor in the bike elevator to increase the speed. However despite City recommendations, we will not be installing air conditioning and heat in the elevator due to upfront and ongoing energy costs.

A motion was made by Kovich, to approve the budget, and seconded by

Hesselbein and the motion was passed by voice vote/other.

2. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance

Total operating revenues were down 5% in May; however operating expenditures were down 10% which led to a monthly surplus. Part of the reason for this drop in expenses is that we budgeted \$29,000 for capital outlay in May for equipment, and those purchases had been delayed. This left May with a surplus to budget excess of \$32,000. Year to date there is a \$123,000 surplus to budget position. As has been the pattern, we are seeing more events, but less revenue per event. June and July look much stronger from a revenue standpoint.

3. [17074](#) Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

Bill Zeinemann updated the board on the current booking pace.

	Budgeted	Actual
Meetings	185	206
Banquets	220	212
Conventions	31	30
Conferences	31	31

4. [22041](#) Director's Report - Gregg McManners, Director

McManners announced that Monona Terrace was recognized at the Best in Wisconsin Business Awards, receiving the Platinum (1st) Level award for best conference center.

McManners read an email he received from an Event coordinator about the event she had here at Monona Terrace. She complimented the staff and the facility. McManners forwarded the email to the Mayor with a note indicating that we can only continue to provide this level of service if we have the budget to do so.

Glen suggested that we add a testimonial link on our website so we could post information like this.

5. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair

There were no announcements from the chair.

ADJOURNMENT

A motion was made by Kovich, to adjourn the meeting, seconded by Krieg, the motion passed by voice vote/other.