



# City of Madison

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

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Thursday, February 21, 2013

4:00 PM

One John Nolen Drive  
Community Terrace  
Level 2

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### CALL TO ORDER / ROLL CALL

**Present:** 9 -

Michael E. Verveer; M. Alice O'Connor; Mona Adams Winston; Susan Sabatke; Mark Clarke; Judith F. Karofsky; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 5 -

Jane Richardson; Ricardo A. Gonzalez; Dianne Hesselbein; Glenn R. Krieg and Thomas J. Ziarnik

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

No Public Comment.

### DISCLOSURES AND RECUSALS

No Disclosures/Recusals.

### NEW BUSINESS

1. [29114](#) 2014 Renovation: Gregg McManners, Director

The upcoming renovation will involve some significant updates to the building. One example of these updates is a new carpet design, another is bathroom remodeling. Besides being an opportunity to freshen up Monona Terrace, this renovation is looked at as the chance to give attention to areas of the building that, due to budget restraints during construction, had to be finished in a more utilitarian manner. In keeping with the history and heritage of the building, architect Anthony Puttnam, a Wright apprentice and the original lead architect for the construction of Monona Terrace, along with Peter Rott of Isthmus Architecture, who holds a Masters Degree from the Frank Lloyd Wright School of Architecture, have been asked to work on the renovation designs.

Mr. Puttnam and Mr. Rott came to the board meeting to present their progress on the project. Mr. Puttnam explained that the biggest reason behind a new

carpet design is the fact that the burnt orange color that makes up the majority of the carpet fades too fast and stains show quite readily. His plan is to use darker more stable colors in the new design to ensure longer wear and to better conceal staining. He also explained that carpet patterns can be made in larger swaths now. The new design will take advantage of that technological advancement by being less repetitive so that the end result is a pattern that is free flowing. The larger swaths allow the carpet to be installed in bigger sections, so there will be fewer seams throughout and less solid border used. Mr. Puttnam brought a sketch of the new pattern to share, though he made a point of telling everyone it is not a finished design. Chevrons are still an integral part of the new pattern. He explained that the chevron shape mimics Frank Lloyd Wright's favorite tree leaf, the Ginkgo, and that the chevrons echo the arching windows that define Monona Terrace.

In explaining the other renovation plans Mr. Puttnam started by stating his philosophy towards preservation. Invoking ideology of Jane Jacobs, a noted urban theorist, he said that the conservation of a building, especially one like this, needs to be approached with an adaptive view. Balancing the preservation of history with the needs of the present community is key. For instance, as technology has advanced, certain aspects of the building's design have become obsolete. The counters that were installed throughout the building to accommodate payphones are no longer being used due to cell phones. Spaces like this could be redesigned to be more useful. Mr. Rott listed some of the other things that the renovation will address including:

- Creating more sitting space in the building
- Remodeling the bathrooms to give them a high level of finish
- Lecture Hall entry lighting
- Rooftop shade options
- Inside and outside plant audit

In doing all of this the architects will be careful to follow green building practices and meet LEED standards. They also are going to articulate in written form the things about the building that should never be changed ensuring the building's Frank Lloyd Wright design heritage is preserved for future custodians. They emphasize that any changes must fit within the building's design grammar, meaning the rooms must maintain a balance in terms of special features and the finishes and forms of the building must remain the same.

Director McManners wants this to be a collaborative process, so the board will continue to be advised of the project's progress. Ultimately, the decisions on the design plans and carpet for the renovation will rely heavily on the Architects' recommendations and Monona Terrace's management team.

It is expected that in the next 2 months there will be a finalized carpet design. In order to meet deadline the carpet must start being manufactured in May for it to be ready to start installation in late December 2013.

Budget for the renovation will be \$2.9 to \$3.8 million. This year \$400,000 of TOT funds allotted to Monona Terrace will be used to purchase supplies that are needed on site in order to start the project at the end of 2013/beginning of 2014.

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The renovation will run December 26-30, January 2-8 and January 13-26. The breaks in the timeline are for US Bank Eve and the Home Expo.

2. [28876](#) Authorizing the sole source purchase of services from Isthmus Architecture for planning and technical services associated with the renovation of Monona Terrace Community and Convention Center.

A motion was made by Clarke, seconded by Karofsky, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

The board requests that Monona Terrace provide monthly updates on the renovation project

3. [29113](#) Monona Catering Year-End Review: Patty Lemke, General Manager

2012 Revenue: Year-end total revenue of \$6,605,422 (pre-audit), 7.65% up from 2011. Groups continue to keep their event food and beverage purchases conservative.

The Monona Catering label Rising Shores has added a Pinot Grigio to its wine selection and an exclusive coffee roast by Ancora.

In 2012 Monona Catering donated 6751 pounds of food to Salvation Army and like organizations as well as diverted 25.88 tons of pre-consumer composting from the waste stream.

## REPORTS

4. [29116](#) Finance Committee Report: Alice O'Connor, Vice Chair

A motion was made by Winston, seconded by Verveer, to Approve the 2014 Base Room Rental Prices and the 2014 Guest Price List for Equipment and Services price lists. The motion passed by voice vote/other.

There is no increase in fees for either the Base Room Rental pricing or the Equipment and AV services pricing in 2014. This is due to the fact that Monona Catering will be increasing their menu prices and service charge and therefore the commission Monona Terrace receives from food and beverage will compensate.

5. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Due to a time constraint that would lead to the loss of quorum, the last few items on the agenda were quickly summarized.

The booking pace is on track.

6. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Monona Terrace was within \$10,000 of its budget for revenues and \$15,000 for expenses. There was a year-end surplus of \$14,000 for 2012.

7.     [28249](#)           Director's Report: Gregg McManners, Director  
          A. Board Report  
  
          **Nothing to report.**
  
8.     [29115](#)           Announcements from the Chair: Alice O'Connor, Vice Chair  
  
          **No announcements.**

**ADJOURNMENT**

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