



City of Madison

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

Meeting Minutes - Approved 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, November 16, 2023

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 9 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Andrea R. Nilsen; Elizabeth Doyle; Adam Heffron; Judith F. Karofsky; Glenn R. Krieg and James Ring
- Excused:** 5 - David A. Aguayo; Aureliano Montes; Eric A. Rottier; Steven M. Peters and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [80581](#) 3 mins per person.

None.

DISCLOSURES AND RECUSALS

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

PRESENTATIONS

2. [80740](#) Introduction to New Board Member Elizabeth Doyle, County Supervisor District 1: Judy Karofsky, Chair

The chair shared introduced Elizabeth Doyle, among her many notable accomplishments, in Verona she was the first woman elected Common Council President (2014) and was awarded a Wisconsin Truman Scholarship (2015.) She has a Master's Degree in Public Affairs and a Graduate Certificate in Business, Environment and Social Responsibility. She currently serves as a Dane County Board Supervisor for District 1 and was appointed by County Executive Parisi.
3. [80738](#) State of the Downtown: Jason Ilstrup, President, Downtown Madison Inc.

In this presentation Jason Ilstrup shared recent research from Philadelphia Center City's Downtowns Rebound report and P.U.M.A. State of the Downtowns Report. The reports examined decisions and actions that best support a robust and inclusive recovery process. He shared four recommendations based on the research and how Madison's Downtown can address each one.

1) Finding new uses for Downtown real estate

In Downtown Madison, this requires reimagining public spaces, for new pedestrian driven uses. Additionally, building mixed-use developments and looking for ways to provide new retail, restaurants, entertainment options, and other attractions that draw the community to them.

2) Employment recovery goes hand in hand with residential recovery.

Over 49,000 people work Downtown but they're averaging only three days a week in office. Addressing residential recovery could increase return to work numbers.

Residentially, Downtown rental vacancy is at an all-time low of 3.6%. Currently, housing is neither available or affordable. Madison must prioritize affordable housing Downtown. Studies show the Gen-Z workforce wants to live, work, and play within a 15-minute walk or transit ride from home. As it is Madison has the highest proportion of Gen-Z workers in America, so concentrating on residential recovery is a viable return-to-work strategy.

Efforts to address the issue are in the works, according to DMI's development tracker. There are many mixed-use complexes planned or about to go online in the area, boasting and additional 7,500 apartments, 1,000 hotel rooms and numerous cultural amenities.

3) Improve public safety and the perception of public safety.

Safety begins with focusing on community policing and use of unarmed community service representatives versus armed police officers. Madison has taken a big step towards that through their CARES program (Community Alternative Response Emergency Service.) By taking a multidisciplinary approach at all times and inviting more community collaboration on difficult issues the Downtown can keep improving.

4) Increase gathering through community and programming

Include everyone in the process of placemaking. To do this, DMI and the City of Madison are joining forces to work on a strategic visioning plan. Areas of focus include Lake Monona Waterfront, 400-600 block of State St. and the Top of State with Veterans and Wisconsin History Museum rebuilds, among other locations.

In conclusion, Downtown recovery is possible and Madison with the help of DMI is taking steps towards this goal.

REPORTS

4. [80761](#) Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member, Chair
- In the most recent iteration of the design by Sasaki, Monona Terrace been designated the full allotment of space originally marked out for an expansion. The plan is going to the city council in January and the board will need to carefully track the conversation when it comes to discussion of the expansion. The board may need to turn out to champion the expansion. There is a meet and greet with a Sasaki member on December 6 that the board is invited to attend.
5. [80743](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services
- Attachments:** [bkpc_10-31-23.pdf](#)
- The Destination Madison contract passed Common Council and now working its way through the signatures of various city departments. This is a 5 year contract with a 5 year renewal option.
- 2023 is really turning out well overall revenue is forecasted at 20% over budget at \$4.7M versus a budget of \$3.9M. Event revenue is projected to be \$4.5M versus a budget of \$3.6M, this is 24% up.
- Banquets 189 projected, budgeted 180
Meetings 130 projected, budgeted 120
Conventions/Conferences 46 projected, budgeted 48
- Event spending is the reason for the overage. Average spend was much higher than predicted. This has been a very good year and sales is on the path to optimize building use. The additional revenue will be used to rebuild the reserve fund that Monona Terrace had to zero out during the pandemic.
6. [80745](#) Finance Report: Jeff Boyd, Business Manager
- Attachments:** [fin_10-31-23.pdf](#)
- October was a very busy month with 63 events. The operating revenues had a 57% surplus. With more business, there were some increases in expenses, however they were absorbed by the overage. The month ended with \$113,000 over and a year-to-date surplus of \$792,000.
- The spend per event this year has been higher than anticipated. On average banquets are spending \$1,800 more, meetings \$2,600 and conventions \$17,000 over the historical average. This has contributed to the budget overage. Of course, room tax revenue is required to balance the budget. The board feels that this information needs to be more publicized.
7. [80747](#) 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_11-16-23.pdf](#)

The parking ramp construction should be finished with the repair phase of the project mid-December. There is a final phase that requires warmer temperatures, and will be picked up in the spring.

For the renovation, the carpet is in transit and Sergenian's will be installing it. The anticipated start date is December 18 in areas of the building that will not be used through the end of the year.

The Greater Madison Lodging Association requested a meeting with Monona Terrace to ask about the room tax allocation and Monona Terrace's budgeting process. The Director of City Finance was invited to present on the subject. He shared the history of the room tax fund. The hoteliers appreciated the information. One for the General Managers said that the hoteliers can't have a scarcity mentality they need to have a growth mindset. Monona Terrace and the hoteliers pledged to work together on economic growth.

The gift shop is participating in Dane Buy Local's Holiday Passport program to support downtown business initiatives.

An amendment was added to Monona Terrace's operating budget to cover for unanticipated cost of upgrading the event management software.

The new chairs will have a slightly modified pattern in the fabric. It will include some subtle colors found in the carpet. As for the old chairs, some are kept, some are provided for use by other city departments, and some are sold.

8. [80749](#) Announcement from the Chair: Judy Karofsky, Chair
- A. December Board Meeting Cancellation Notice
- December's meeting is cancelled.

ADJOURNMENT

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