



City of Madison

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

Thursday, September 17, 2009

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

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

PUBLIC COMMENT

There were no citizens present who wished to address the Board.

NEW BUSINESS

1. [09198](#) Marketing Committee Update - Sheridan Glen, Chair

Kudos were given to Fran Puleo, Manager of Community and Public Relations, and her staff for their success in increasing the Patrol Mail list from a total of 561 people in February 2008, to its current level of 3,300+ people which will be helpful for future fundraising efforts.

Corporate sponsorships for community events are down. Charging for events was briefly considered, but Marketing Committee members were unanimously against that, and agreed with the FOMT Directors that "donations strongly suggested" seemed more appropriate. Dane Dances accepts donations, and can average as much as \$700-\$800 per concert during the season.

Mary Lang Sollinger, President of the first Friends of Monona Terrace group, has rejoined the FOMT Board, and participated in talks about a potential second tile campaign at Monona Terrace to raise funds for community programming. Olin Terrace has room for 324 more tiles at a cost of \$1,000/each, and 808 tiles could be added to the rooftop at a cost of \$175/each. A tile campaign could be combined with a membership campaign, and if a tile is purchased it would include a free membership in FOMT for one year (membership fees could range from \$25 - \$40).

Mr. Glen requested a pro forma of possible revenue.

Copies of the newly developed logo for the Community Relations department were distributed; the slogan is "Gather. Celebrate. Learn." and is representative of the three-part mission of Monona Terrace. The colors are

Wright-inspired, and the logo is effective in either color or black and white.

Board members agreed that a membership drive is a good idea, and that donations, rather than charging for events, would be more in keeping with the Monona Terrace mission as a community gathering place.

2. [14973](#)

Hotel Update - Jeff Bartell, Member, Downtown Hotel Feasibility Study Committee

Mr. Hess reported for Mr. Bartell who was unable to attend. The Marcus proposal for a new convention hotel for Monona Terrace is stalled for now, and therefore the Mayor now supports the Edgewater project. The developer, Robert Dunn of Hammes Corporation, is stepping back a bit to allow time for meetings with the neighborhood, and hopefully find more common ground so groundwork for the project can continue.

The Apex project continues to move forward. Apex staff brought a representative from a potential hotel chain to tour Madison and Monona Terrace. Apex does not need TIF funds to build a hotel, but would need City assistance to build the connecting skywalk to Monona Terrace.

3. [14291](#)

Finance Report - Kathi Hurtgen, Director of Finance

August had 43 events versus 32 budgeted events; total revenues were -10% for the month, -13% year-to-date. Expenses were -14% for the month, and -8% year-to-date. Revenue over (under) expenditures was \$15,000 for the month, and (\$23,000) year to date.

4. [14292](#)

2009 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

Three organizations have cancelled their events at Monona Terrace since the last report to the Board in August.

Seven wedding ceremonies/receptions have also cancelled, but 115 weddings still remain on the books. If the cancellations had not occurred, Monona Terrace would be on pace with its historical average which is in the low 120's for wedding-related events.

Total loss in Monona Terrace revenue from space reductions and various cancellations is approximately \$279,450. The rest of the projected revenue loss is due to events that are not booking at all, and lower expenditures by events that we do host.

Draft 2010 budget numbers reflect another challenging year with revenues numbers down compared to 2009 year-end projections.

Staff is working hard to attract new events and retain existing events, as well as making cuts in expenses wherever possible.

Some concern exists that businesses may continue to be cautious even when the financial climate improves.

5. [11917](#)

Director's Report - Jim Hess, Director

There were no questions regarding the Board report.

Staff is attempting to continue talks with the owners of the Majestic Theatre regarding the possibility of a new concert series at Monona Terrace for which they would find sponsors. Staff is concerned about some of the demographics of the target market, due to the involvement of a beer sponsor to cover the costs of well-known bands. The Majestic owners are considering marketing the events to high school and college age people, which is not acceptable to Monona Terrace if a beer sponsor is involved.

Monona Terrace was the site recently for another very successful Ironman event. The number of participants in the popular annual event is very impressive: 2,431 people checked in on-site the week of the race, 2,406 started the swim, and approximately 2,176 finished the race. The Greater Madison Convention and Visitors Bureau is now in charge of organizing the volunteer brigade for Ironman, this year they numbered 3,500+.

The Governor's Conference on Tourism will be held at Monona Terrace every other year beginning in 2012.

TREK decided to reduce its future events to a six days rather than ten days.

The 2010 capital budget will be discussed at the Board of Estimates meeting on Monday, September 21, 2009; the budget amount is \$335,000, and it is supported by the Mayor.

6. [14293](#)

Announcements from the Chair - Ann Kovich, Chair
- Reappointment of Sheridan Glen to the Monona Terrace Board

Board member, Sheridan Glen, recently moved his residence from Madison to Wisconsin Dells. City ordinances state that when a committee member moves out of Madison, his position is vacated. However, the Monona Terrace ordinance is more specific, and states the Board member will remain on the committee until another appointment takes place. Mr. Glen submitted a letter to the Mayor asking for an exception to the Madison ordinance regarding his residence in order that he may complete his term.

Unfortunately when Mr. Glen's reappointment came before the Common Council, they were also told that Mr. Glen had moved his business as well as his residence to Wisconsin Dells which is untrue. His reappointment was referred back to the Mayor who suggested that Mr. Glen send an email to all Alders explaining the situation, and stating why he feels he should remain on the Board. The Mayor also suggested a letter supporting Mr. Glen's appointment should be sent by the Board. Chair Kovich shared a copy of a draft letter she had written to that effect, and asked for Board support of the letter. Sidran made a motion to approve the letter as written, seconded by Bigelow. The motion was approved by voice vote / other.

ADJOURNMENT

A motion was made by Sidran, seconded by Lufler, Jr., to Adjourn. The motion passed by voice vote/other.