



City of Madison

City of Madison
Madison, WI 53703
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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, August 18, 2022

4:00 PM

22 E. Mifflin St
Second Floor

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Alex Joers; Judith F. Karofsky; Glenn R. Krieg; James Ring and Angela Bozo
Excused: 1 - Eric A. Rottier

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

1. [73141](#) 3 mins per person.

DISCLOSURES AND RECUSALS

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

DISCUSSION ITEMS

2. [73125](#) Introduction of new board member, Alex Joers, County Board Supervisor: Judy Karofsky, Chair

Alex Joers was introduced to the board. He serves as a County Board Supervisor and works for the Wisconsin State Legislature as a Communications and Policy Aide for former Monona Terrace board member, Diane Hesselbein. He's a UW graduate with dual degrees in Political Science and Public Administration. He looks forward to serving on this board.
3. [73128](#) Destination Madison Quarterly Report: Ellie Westman Chin, President & CEO, and Jamie Patrick, Vice President of Convention Sales, Sports & Service, Destination Madison

Attachments: [dm_08-18-22.pdf](#)

Destination Madison (DM) shared the county and city 2021 economic impact numbers. There was a 34% increase in direct visitor spending, over 2020. On average visitors spent \$2.9M in Madison daily. Unfortunately, work still needs to be done generating jobs in the industry it only increased 5% over 2020.

Downtown Madison's increases were actually higher than the city as a whole, with a 63.3% increase in direct visitor spending, and 8.7% increase in jobs.

Average daily room rates (ADR) for hotels is increasing rapidly in 2022, along with occupancy. The downtown is leading the city in ADR.

The industry forecast predicts that by mid-2023 rates and occupancy along with room tax will be at or over 2019 levels.

DM sales staff have reached 53% of their goal for Monona Terrace contracts and if all of their pending business closes, they will be at 84%. They will be fully implementing the strategy provided by JLL Consulting by October 1.

Work has started with Shine United on a B2B (business-to-business) Campaign. This is advertising aimed at meeting planners. The staff is working on their strategic plan for the next year; they should be finished by the end of September. Lastly, the contract negotiations with City of Madison continue.

4. [73607](#)

Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member and Board Chair

The 13 member Lake Monona Waterfront Ad Hoc Committee has been meeting since May. They have been tasked with choosing a design firm to complete a plan for over one mile of shoreline. The parks department is in charge of this project and they issued a design challenge that received submissions from 14 well-regarded firms. The 14 submissions were reviewed by the committee using the following criteria to score them: diversity, multi-modal transport, climate change, lake quality, acknowledged history of Madison and Frank Lloyd Wright, consideration for the MT expansion, and examples of previous projects.

The committee was able to whittle the 14 down to three firms who will continue in the competition: Agency Landscape + Planning, based in Massachusetts, James Corner Field Operations, based in New York City, and Sasaki with offices in Shanghai, Brooklyn, Denver and Boston.

These three firms will now receive a \$75,000 commission to produce a design plan for the shoreline from Law Park starting east of Monona Terrace to Olin Park.

Here is a tentative schedule for their upcoming meetings, the locations are undetermined:

9/15/22: A public kickoff where applicants will speak about their plans. This will be a hybrid meeting with the applicants joining over video conference.

10/26/22: Another hybrid meeting at which applicants will see each other's submissions

12/28/22: This is the deadline for final submissions from the firms. They will provide drawing boards of their plans for public display.
2/28/23: Public comment will be accepted thru February.
3/7/23: Deadline for the committee decision on which firm to award the project.

It is important to note that this project does not include a request to design the Monona Terrace expansion. However, the firms understand that a placeholder for expansion must be considered in their design.

NEW BUSINESS

5. [73134](#) Finance Committee Report: Committee Member
- Attachments:** [2023 Event Revenue Budget.pdf](#)
[2023_OpBudg_Memo.pdf](#)
- A motion was made by M. Richardson, seconded by Bozo, to approve the 2023 Operations Budget request. The motion passed by voice vote/other.
6. [73144](#) Catering Contract Amendment: Connie Thompson, Director
- Attachments:** [MC_amendment.pdf](#)
- A motion was made by Richardson, seconded by Joers, to approve the Catering contract amendment. The motion passed by voice vote/other.
7. [73213](#) Subcommittee Appointment: Judy Karofsky, Chair
- A motion was made by Verveer, seconded by J. Richardson, to approve the appointment of David Aguayo to the board's Finance Subcommittee. The motion passed by voice vote/other.

REPORTS

8. [73158](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services
- Attachments:** [bkpc 06-30-22.pdf](#)
[bkpc 07-31-22.pdf](#)

	Projected	Budgeted
Banquets	180	171
Meetings	103	147
Conferences	24	26
Conventions	23	26

Overall revenue projections for year-end are \$3.65M which is down 10.5% from budget; however, this is an improvement over June's projections.

Staff is wrapping up their research on the decline in meetings and the attitudes of clients. Results of this study will be reported to the board in September.

9. [73160](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [finance_06-30-22.pdf](#)
[finance_07-31-22.pdf](#)

June turned out to be a good month with 59 events over a budget of 47. It helped to have four great Concerts on the Rooftop. And with expenses down 10%, the month ended with a \$45,000 surplus.

July was even better, the 25th anniversary celebration and 21 banquets over a budget of 15 helped bump up event revenue by 25%. The month ended with a surplus of \$121,000. These two months have cut the deficit gap to only \$10,000 from budget.

August is looking good on the books; however, a large part of the payroll for July will be paid out in August.

10. [73162](#)

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_08-18-22.pdf](#)

The Operating Subcommittee deserves big thanks for their fundraising and planning assistance of the 25th Anniversary. The celebration was very engaging for all the attendees and so many to see. Additional, thanks goes to the board members who were able help distribute the free ice cream and cupcakes.

The Summer Soiree had a great turn out. Thank you to the Sales team and Monona Catering team for the excellent planning and food.

There is a new outdoor lighting ordinance for the city of Madison. The ordinance is to help limit light pollution. The city has assured us that our current outdoor lighting is not impacted by the ordinance.

The State DOA is renovating the entire Monona Terrace parking ramp. The State, City Engineering and Monona Terrace staff are meeting to discuss the timeline for the work in order to avoid ramp access issues during events.

ADJOURNMENT

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