



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, August 15, 2024

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

- Present:** 11 - Cathleen A. Dettman; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Elizabeth Doyle; Adam Heffron; Judith F. Karofsky; Eric A. Rottier and James Ring
- Excused:** 3 - Glenn R. Krieg; Steven M. Peters and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [84719](#) 3 mins per person

Attachments: [6 25 24 Letter Re Monona Terrace Hosted Event.docx](#)

see attached

DISCLOSURES AND RECUSALS

Mike Verveer is a member of the Room Tax Commission and the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center.

2. [84722](#) Introduction to new employees: Bill Zeinemann, Associate Director Marketing and Event Services and Jeff Boyd, Business Manager

The board was introduced to Steve Dongarra, the new Director of Sales, Haley Lemberger, the new event coordinator and Weina Qin the new account technician.

3. [84724](#) Introduction to Cathleen Dettmann, new Board Member: Judy Karofsky, Chair

Cathleen Dettman was appointed as a board member by the Mayor. She is a shareholder in Palmersheim Dettmann, S.C., a small boutique law firm focused on transactional business law and business litigation. She is excited to be

joining the board of directors.

NEW BUSINESS

4. [84727](#) Finance Committee Report and 2025 Operating Budget Approval: Mike Verveer, Finance Committee Member

Attachments: [2025 OpBudget-memo.pdf](#)

A motion was made by Verveer, seconded by Aguayo, to Approve the 2025 Operating Budget request. The motion passed by voice vote/other.

REPORTS

5. [84729](#) Monona Catering Report: Wendy Brown-Haddock, General Manager

Attachments: [mcrpt_08-15-24.pdf](#)

There are several positive trends in the mid-year Catering report. Revenue projections for 2024 are up 5.7% over 2023, hiring for all positions has become much easier and despite the rainy weather LVC revenue is on par with last year at this time.

6. [84730](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_6-30-7-31-24.pdf](#)

Revenue has reached the point that with what's on the books now, it will not only meet budget but be 2% over. Anything else booked this year will be surplus. With that in mind sales anticipates booking at least 40 more events for the year. Therefore, revenue for 2024 is projected to be 4.5% over budget. Surplus revenue will help build up the reserve fund.

The board asked if discounts could be offered to draw multicultural events. There is a vetted and repeatable formula for offering discounts, but it does not target one segment over another.

7. [84731](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin_06-30-24.pdf](#)

June had 4 conventions versus a budget of 3, but expenses were higher, leaving the month with a deficit of \$9,000. July had 32 events versus a budget of 38, and even with expenses down 3%, the month ended with a deficit of \$27,000. Unanticipated expenses in June included a large retirement payout. So far this year there has been \$125,000 in retirement benefit costs that the city does not allow agencies to budget for.

8. [84732](#) 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_08-15-24.pdf](#)

Momentum, the event management software has been fully migrated to the cloud. Staff is working on linking the system to the building signage now.

Parking ramp resurfacing is the last step of the ramp renovation. The state is working on a plan to start the project before the snow comes and finish it in the spring.

The sump pumps in the loading dock failed during the rain early on this season. New pumps are on order. It takes 90 days to get them.

Staff has begun working with Leonardo Academy to complete the next cycle of LEED Certification.

IPMS the plastic modeling event was very successful drawing huge crowds of varied ages who enjoy the hobby. The organizers were really pleased with how things went.

The NSMMS & CRASTE event has occurred at Monona Terrace 3 times before returning this year. There has never been any issue with public sentiment regarding the event. However, due to the political climate the community was highly sensitive this time. When the event was booked several years ago for 2024, there was Event Assistance money awarded to the group. The event this year had a direct spending impact in the millions.

This week the open position of Gardener was posted and there have been many applicants.

9. [84733](#)

Announcement from the Chair: Judy Karofsky, Chair

A. Client Appreciation Party reminder (August 21, 2024)

The board was reminded of the upcoming client appreciation party.

ADJOURNMENT

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