



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE BOOKING EVENT ASSISTANCE ADVISORY COMMITTEE

Tuesday, February 14, 2012

4:00 PM

Greater Madison Convention & Visitors Bureau
615 E. Washington Ave., 2nd Floor Conf. Room

CALL TO ORDER / ROLL CALL

Guests: Rebecca Ramsey (GMCVB) and Ann Shea (GMCVB)

Introduction: Rebecca Ramsey was introduced as the new Director of Sales at the Greater Madison Convention & Visitors Bureau.

Minute Taker: Stephanie O'Neal (GMCVB)

Present: 5 -

Lauren Cnare; Bill Zeinemann; Thomas J. Ziarnik; M. Alice O'Connor and Deb Archer

APPROVAL OF MINUTES

December 14, 2011: <http://legistar.cityofmadison.com/calendar/#current>

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

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

No disclosures or recusals were made by committee members at this time.

REVIEW FUND ACTIVITY

Archer reviewed the fund activity, noting \$170,000 to appropriate, with GMCVB retaining \$5,000 for administrative fees. There were no remaining funds from the previous year. Archer said that the nine items on the agenda, if approved, will leave \$41,000 for the remainder of the year.

REVIEW FUTURE FUND REQUESTS

1. [25327](#) American Society for Virology - 36th Annual Meeting (2017)

BEA Request: \$24,000, to offset facility rental. Zeinemann said that the group is in Madison this year. Estimated 4,700 room nights and significant food and beverage expected, estimated at \$260,000.

A motion was made by Zeinemann, seconded by Cnare, to Approve. The motion passed by voice vote/other.
2. [25328](#) International Institute for Sustainable Labs - Labs21 Conference

BEA Request: \$12,000, to offset facility rental. Archer noted the potential for 900 room nights, with Denver, Pittsburgh, Minneapolis and San Antonio as chief competition.

A motion was made by Cnare, seconded by O'Connor, to Approve. The motion passed by voice vote/other.
3. [25329](#) Midwest Section of AOAC International - 2013 Meeting

Archer noted that this event is a loss. The decision was made to hold the meeting in Wisconsin Dells.
4. [25330](#) U.S. Academic Decathlon - 2017 National Competition

BEA Request: \$15,000, to offset facility rental. Archer noted this is a national event, which has been held in the past in Charlotte, NC and Omaha, NE. O'Connor noted the timing of the event—April—is favorable, along with estimated spending.

A motion was made by Ziarnik, seconded by Cnare, to Approve. The motion passed by voice vote/other.
5. [25331](#) Wisconsin School Counselor Assoc. - Annual Conference 2013

BEA Request: \$15,000. Archer said that this is a group that Senior Convention Sales Manager Jeff Holcomb has maintained contact with for some time and the closing of a hotel in Stevens Point offered the opportunity to bring them to Madison. Archer noted this is a multi-year bid: they are meeting in Madison in February 2012—good business for this time of year—and the requests are for 2013 and 2014. Archer suggested a motion to approve the two of the requests together.

A motion was made by Cnare, seconded by Ziarnik, to Approve. The motion passed by voice vote/other.

6. [25332](#) Wisconsin School Counselor Assoc. - Annual Conference 2014
- BEA Request: \$15,000. Archer said that this is a group that Senior Convention Sales Manager Jeff Holcomb has maintained contact with for some time and the closing of a hotel in Stevens Point offered the opportunity to bring them to Madison. Archer noted this is a multi-year bid: they are meeting in Madison in February 2012—good business for this time of year—and the requests are for 2013 and 2014. Archer suggested a motion to approve the two of the requests together.**
- A motion was made by Cnare, seconded by Ziarnik, to Approve. The motion passed by voice vote/other.**
7. [25333](#) Wisconsin Water Assoc. - Annual Meeting & Water Utility Expo 2015
- BEA Request: \$6,000. Archer noted that Jeff Holcomb has been working with the local Water Utility to bring this meeting to Madison.**
- A motion was made by Cnare, seconded by Zeinemann, to Approve. The motion passed by voice vote/other.**
8. [25334](#) Wisconsin Water Assoc. - Annual Meeting & Water Utility Expo 2017
- BEA Request: \$6,000. Archer noted that Jeff Holcomb has been working with the local Water Utility to bring this meeting to Madison**
- A motion was made by Cnare, seconded by Zeinemann, to Approve. The motion passed by voice vote/other.**
9. [25335](#) World Triathlon Corporation - Ford Ironman Wisconsin 2013
- BEA Request: \$30,000. Archer noted this is their annual request.**
- A motion was made by O'Connor, seconded by Zeinemann, to Approve. The motion passed by voice vote/other.**

OTHER BUSINESS

There was no other business.

ADJOURNMENT

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