



City of Madison

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

Thursday, February 21, 2008

4:30 PM

One John Nolen Drive - Hall of Fame
(M.T. Hall of Fame Room)

CALL TO ORDER / ROLL CALL

Present: 9 -

Ann E. Kovich; Sheridan A. Glen; Mona Adams Winston; Henry S. Lufler, Jr.; Tom Stoebig; William DiCarlo; Glenn R. Krieg; Thomas J. Ziarnik and Wayne Bigelow

Excused: 5 -

Jeffrey B. Bartell; Warren E. Onken; Anne Katz; Judy Sidran and M. Alice O'Connor

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

1. [08556](#) Strategic Business Study Committee Update - Jeff Bartell, Chair

Chair Bartell was out of town, so Mr. Hess presented the update. The committee met for the second time on 2/13/08, and Mr. Hess commented that Chair Bartell was providing excellent leadership. Guests at the meeting included:

- David Merritt, Marcus Hotels and Resorts Corporation
- Steve Zaroni, Concourse Hotel
- Mario Mendoza, Mayor's Office
- Anne Zellhoefer, Assistant City Attorney
- Mark Olinger, Planning and Development

It was an informational meeting only, with no voting action taking place. Mr. Bartell reviewed the principal conclusions reached at the first meeting held on 10/30/07:

- Convention business is the lifeblood of Monona Terrace
- An urgent need exists for additional hotel rooms in close proximity to Monona Terrace
- Marcus Hotels and Resorts Corporation has significant rights to build a new hotel
- A "white paper" is necessary to information decision makers and the public

Following the first meeting, news stories were published in the Madison newspapers and the Milwaukee Business Journal, and the potential project is moving forward faster than expected.

It is the preference of the Mayor to do a feasibility study that would be financed by available TID funds rather than a "white paper." Mr. Mendoza commented that a resolution could be prepared and presented to the Common Council regarding the feasibility study. The resolution would include details such as:

- The need for the study
- What consultant services are necessary
- A description of the evaluation process of proposals
- Completion date, etc.

Other considerations discussed included:

- Location of the hotel
- Number of rooms
- Relationship to other hotels
- Connection to Monona Terrace
- How the process will move forward
- What happens to Monona Terrace and the downtown area without additional hotel rooms being added to the inventory

The committee was asked to submit other suggestions for inclusion in the feasibility study. Mr. Hess said he is gathering feasibility studies from other cities for comparison purposes, and he feels positive progress is being made.

Mr. Stoebig asked if the rights of first refusal that Marcus holds would be a detriment to the process. The TIF bonds will be retired in 2022, and that will end Marcus' rights, as well as the hotel's obligation to hold a certain number of convention rooms for Monona Terrace. Mr. Hess said that Marcus wants to propose a hotel, and the independent feasibility study will answer many of the questions that have been posed about size, location, number of necessary rooms, etc. Mr. Ziarnik said the Innkeepers will not oppose the feasibility study, but would fight a TIF proposal for the new hotel.

2. [08557](#)

Strategic Business Study Committee Appointments - Ann Kovich, Chair

Chair Kovich proposed adding Steve Zanoni, Concourse Hotel, as a member of the Strategic Business Study Committee which currently consists of Jeff Bartell (Chair), Deb Archer (GMCVB), Warren Onken, Tom Ziarnik (Double Tree), Sheridan Glen, and Susan Schmitz (Downtown Madison, Inc.). Others who receive committee information and are invited to the meetings includes: Bill Otto and David Merritt (Marcus Hotels and Resorts Corporation), Mark Olinger (Planning and Development), Marsha Rummel (Alder), Mike Verveer, (Alder), Mario Mendoza (Mayor's Office), and Anne Zellhoefer (Assistant City Attorney).

A motion was made by Mr. DiCarlo to approve the addition of Mr. Zanoni to the committee, seconded by Mr. Glen. The motion passed by voice vote/other.

3. [08558](#)

Approval of 2009 Room Rental Rates/2009 Equipment and Services Rates - Henry Lufler, Chair

Mr. Lufler commented that the staff summary was very useful to the Finance Committee, and recommended that the Board review the handout that was distributed at the beginning of the meeting. Following a brief discussion, Mr. Lufler stated that the Finance Committee recommends approval, and made a motion to approve the 2009 room rental, and equipment and services rates, seconded by Mr. Glen. The motion passed by voice vote/other.

4. [09198](#) Marketing Committee Update - Sheridan Glen, Chair

The Marketing Committee, consisting of Mr. Glen, Deb Archer (GMCVB) Mona Adams Winston, Anne Katz, Alice O'Connor, Jeff Bartell and Tom Ziarnik, met on February 7 to review preliminary plans for a redesign of the Monona Terrace website proposed by Stephan and Brady + Clotho. The five phases of the project will include:

- Site definition
- Site structure
- Interface design and production
- Engineering
- Deployment and support

Mr. Glen reviewed the actions that the website will be designed to encourage that include:

- An increase in RFP's generate through the site
- Increase in lead generation
- Some kind of transaction with those who visit the website (request information, attend a free concert, buy something from the Gift Shop, call to book an event, etc.).

The site will feature both a superior aesthetic and analytical capabilities. Mr. Glen suggested a launch party when the website goes live. He also stated that the committee would consider new ways to keep Monona Terrace fresh and exciting to visitors, and keep the brand updated.

5. [09199](#) Facility Update - Gregg McManners, Director of Operations

Mr. McManners gave a Power Point presentation about updates to Monona Terrace:

- New carpeting and seating in the Lecture Hall that was completed over a 10-day period of time
- Kitchen area:
 - o new ceiling
 - o hot line
 - o convection ovens
 - o griddle
 - o broiler
 - o fryers
 - o combi oven

The kitchen area cannot be expanded, but it now has improved efficiencies that will make a huge difference the amount of food that can be prepared.

6. [08559](#) Finance Report - Kathi Hurtgen, Director of Finance

Staff is still working with the Comptroller's office on the final year-end dollars, so a financial summary sheet was not distributed. Ms. Hurtgen reported that Monona Terrace is approximately \$50,000 ahead for the year. Event revenue was up 2%, because more revenue was generated per event in 2007, and total revenue, including ancillary revenues, was up 5% due primarily to the \$92,550 raised for the 10th anniversary celebration. Revenue for 2007 (\$4,376,000) was up 9% when compared to 2006 (\$4,173,000).

Board members told staff that in the future they would prefer to receive a copy of the financial summary sheet at all meetings, even if it is still a draft.

7. [08560](#) Director's Report - Jim Hess, Director
- Board Report
- All Staff Meeting
- Strategic Planning
- TOT Study Committee
- Year End Report

There were no questions regarding the Board report.

Mr. Hess reviewed his quarterly meeting with the Mayor that included:

- A new contract is in place with Dane Dances, they now receive firm dates 1.5 years prior to the next season, and indoor space in case of inclement weather will be confirmed one year out. If Monona Terrace has an opportunity to book an important piece of business they would not have access to the roof because of the commitment to Dane Dances. They would also be encouraged to conclude any meetings held in the ballroom by 6pm so the music from the rooftop would not be a disturbance.
- Staff submitted an application for the Forward Wisconsin Award, and learned a great deal in the process about improvements that could be made to procedures, etc. The application will be reviewed and commented on by FWA staff, and Monona Terrace plans to resubmit an application next year as staff continues its commitment to provide excellent client service.
- Year-end client survey results were discussed which continue to indicate a high satisfaction with Monona Terrace services, including parking. The rate of return of surveys is also very high (60.8%).
- A countywide district including Monona Terrace, Alliant Energy Center, and possibly the Overture Center may be formed, with TOT funds to follow Monona Terrace. Revenues and projections will be calculated before any decisions are made, and Mr. Hess will continue to provide updates to the Board.
- The City and Overture Center are in negotiations with the stage hands (IATSE), with Monona Terrace represented by the team of Gregg McManners, Connie Thompson, and Jeff Griffith.

8. [08561](#) Announcements from the Chair - Ann Kovich, Chair

The March Board meeting may be longer than usual, and may start at 4pm instead of 4:30pm.

ADJOURNMENT

A motion to adjourn was made by Glen, seconded by Stoebig, the motion passed by voice vote/other.