



City of Madison

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

Meeting Minutes - Draft MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, April 20, 2017

4:00 PM

22 E. Mifflin St.
Suite 200

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; George Gillis; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Chet Gerlach

Excused: 4 - Mark J. Richardson; Mark Clarke; Judith F. Karofsky and Thomas P. Solheim

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

A quorum of the Room Tax Commission was present.

NEW BUSINESS

1. [46860](#) GMCVB Update: Deb Archer, President/CEO, GMCVB

The GMCVB is working on the formation of a Chapter of Hospitality Sales and Marketing Association in Wisconsin.

Work is being done with Madison College to create two classes that deal with hospitality leadership and services.

A new Ad Agency has been hired to help with branding efforts. In concert with this the GMCVB is working with the Experience Institute, receiving experience training so they can learn to build immersive experiences for visitors.

Along with developing some new summer events, the GMCVB has partnered with 16 state CVBs to do radio and TV spots about tourism and its importance to Wisconsin. These will be aired in May.

Monona Terrace and the GMCVB are working together to reexamine the booking event assistance fund formula. The formula needs more flexibility;

additional factors should be taken into account when determining if an event should be awarded assistance funds.

2. [46822](#)

Election of Officers: Alice O'Connor, Nominating Committee Member

A motion was made by J. Richardson, seconded by Verveer, to approve the following slate of officers: Glenn Krieg, Chair, Alice O'Connor, Vice Chair, and Judy Karofsky, Secretary. The motion passed by voice vote/other.

3. [46823](#)

Reports Required by the Monona Terrace Agreement:

A. Monona Terrace Small Business and Employment Opportunities 2016 Report

B. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2016 Annual Report

Attachments: [rpt2016_JointServices.pdf](#)
[rpt2016_SmallBusiness.pdf](#)

A motion was made by Ring, seconded by O'Connor, to approve the reports. The motion passed by voice vote/other.

4. [46841](#)

Delta Airlines Support: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [State and Local Support for DCA Madison.pdf](#)
[2017MT_DeltaSupport.pdf](#)

A motion was made by Verveer, seconded by Gerlach, to approve a letter from the board in support of Delta Airline's non-stop service to Washington D.C., with amendment(s). The motion passed by voice vote/other.

5. [46874](#)

Wilson Street Contra-flow Bike Lane: Bill Zeinemann, Associate Director - Marketing and Event Services

The common council will be considering a proposal to test the feasibility of a contra-flow bike lane on Wilson St. This test lane will be on the south side of the street and will eliminate all the parking and loading zones on that side. This presents a difficulty for several businesses, and Monona Terrace's partner the Hilton, busses and box trucks use that side of E. Wilson as a loading zone regularly. Monona Terrace convention attendees would be affected by reduced access to the Hilton. The board decided not to weigh in on this issue at this time.

6. [46842](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [booking_3-31-17.pdf](#)

	Projected	Budgeted
Banquet	225-30	220
Meeting	193	192
Convention	29	27
Conference	28-9	30

The total number projected for conferences and conventions is 67. This number should be met; though it will be composed of a different mix than predicted,

with there being more conventions than conferences.

Revenues are 1% down year-to-date, however a there are several large events yet to come which should bring the revenues up.

7. [46844](#) Finance Report: Jeff Boyd, Account Tech 2

Attachments: [finance 03-2017.pdf](#)

March had a surplus in revenue of 7% and operating expenses were under budget by 6%. March ended the month with surplus of \$64,000. As a result, revenue for the first quarter was \$29,000 ahead of budget.

This year there is still some question regarding how the city has chosen to apply the hourly benefits expenses.

8. [46845](#) Director's Report: Bill Zeinemann, Associate Director - Marketing and Event Services
- 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 4-20-17.pdf](#)

The April 28, Moon Over Monona Terrace event will have a moon rock on display courtesy of NASA.

May 18, the board is invited to attend the sculpture reception held on the rooftop at 5:30 pm after the board meeting.

9. [46846](#) Comments from the Chair: Glenn Krieg, Chair
Finance Committee Meeting in May

Congratulations were given to Tom Ziarnik and the Double Tree Hotel for winning the Care Cup and the Pride Award for outstanding performance, customer service and community involvement.

The finance committee will need to meet on May 18.

ADJOURNMENT

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