



# City of Madison

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

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Thursday, March 20, 2014

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 13 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 1 -

Dianne Hesselbein

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

No public comment.

### DISCLOSURES AND RECUSALS

No disclosure and recusals.

### NEW BUSINESS

1. [33448](#) South Capitol TOD District Presentation: David Trowbridge, City Planning

For the last 9 months the South Capitol District Planning Committee has been working on transit solutions for issues with intersections and access along John Nolen Drive from Blair St. to North Shore Dr. as well as Wilson St.

David Trowbridge highlighted those areas that will have the greatest impact on Monona Terrace. They included:

The Lake Monona Bike Path

Bike Bridge concept

The East Gateway Intersection (Williamson/Blair/Wilson/John Nolen)

Wilson St. between King St. and Hamilton St

The next committee meeting will be held on April 10th. This is the last meeting for which recommendations will be heard. In 3 months they will submit a final report to the Common Council. At some point the final plan will be referred to

various committees including the Monona Terrace Board of Directors for comment.

2. [33104](#)

GMCVB Year-end report: Rebecca Ramsey, Director of Sales and Diane Morgenthaler, Vice President of Marketing & Strategic Planning

2013 contract revenue totaled \$545,386; this was 74% of the goal set for the year. Room nights totaled 72,685, also 74% of the goal for 2013. The pending contracts total at the end of 2013 was \$228,209 with 9,768 room nights.

The decline in lead generation for Monona Terrace since 2011 was addressed. The GMCVB feels that the fact that they've been short staffed in sales until just recently has had an impact on leads. They have also found that some groups have out grown Monona Terrace in size, while other groups pass Monona Terrace over because there isn't the infrastructure necessary (hotel room blocks) to host their event. On a positive note the contract amounts are very stable.

This year the GMCVB will be bringing a group of approximately 20 meeting planners from all over the world to Madison; Monona Terrace is the first stop on their tour. These meeting planners are in America to attend an international IPW convention in Chicago, organized by the United States Tourism Association.

3. [33131](#)

Catering Year-End Report: Patty Lemke, CPCE Vice President and General Manager

Year-end total revenue was \$7,282,608 (pre-audit), 10.25% up from 2012 revenue of \$6,605,422. This was a record setting year with four record setting months of April, June, August, and October.

Catering donated 10,067 pounds (5.03 tons) of food to the Salvation Army and like organizations, while 62,625 pounds (31.3 tons) of pre-consumer compost was diverted from waste stream

Nice weather conditions, along with a very successful concert season resulted in a great season for Lake Vista Café. The season finished with \$156,895 in sales, which was approximately 9% up from 2012.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.7% and overall food satisfaction and value rated at 97%. LVC will reopen in May 2014.

Projected revenue for 2014 is estimated at \$6.5 million. The trend of a less conservative approach to food and beverage purchases is growing, which increased the 2013 average per service and contributed to the 2013 growth. If this continues, we should exceed the current estimated sales for 2014.

In cooperation with Monona Terrace, several Wedding Packages were developed to simplify the planning process for the non-professional wedding planner and rolled out in 2013. The packages ranged from an all inclusive Premium Package to a Basic Service Package. The result was very successful with 50% of all weddings purchasing a package for their catering needs. The packages have been continued for 2014. The menus are now highlighting the

special dietary needs that are catered to, due to the growing prevalence of food intolerances and dietary restrictions. A Sauvignon Blanc has been added to Monona Catering's Rising Shores Collection.

4. [33120](#) Finance Committee Report - Alice O'Connor, Chair

The finance committee met in February to look over the changes the 2015 Equipment & Services Price List and the 2015 Base Room Rental Fees.

The proposed changes in room rental are modest raises. It is important to keep the room rental fees competitive. This is the first time in two years that the room rates have been raised.

The changes made to the Equipment & Services Price List include the removal of certain packages that are not in demand and addition of new technology now offered. There are also some small price increases.

The Finance Committee recommended that the board approve the price list and rental fees.

O'Connor made a motion to approve the 2015 Equipment & Services Price List and the 2015 Base Room Rental Fees, seconded by Verveer. The motion passed by voice vote/other.

5. [33450](#) Presentation of Slate of Officers for Election at the April Board Meeting - Tom Solheim, Chair, Nominating Committee

The Nominating Committee presented Glenn Krieg for Chair, Alice O'Connor for Vice Chair and Judy Karofsky for Secretary. This slate of officers will be voted on during the April 17 board meeting.

6. [33123](#) Formation of a Strategic Planning Subcommittee: Glenn Krieg, Chair

Several board members have volunteered to be on the Strategic Planning Subcommittee including: Alice O'Connor, Jim Ring, Jane Richardson, Mark Richardson and Tom Ziarnik. This committee will review the previous strategic plan, evaluate it and then tweak it as necessary with assistance from Monona Terrace Management Staff. The first meeting will be on April 9th from 10am -12pm.

7. [31890](#) Judge Doyle Square Update: Gregg McManners, Director

Bill Zeinemann, Mike Verveer and Deb Archer participated in the Judge Doyle Square discussion at the Common Council meeting on February 25th. The resolution to continue the process of negotiating with JDS Development passed by voice vote. Thanks go to Bill, Mike and Deb for their representation of Monona Terrace's interests at the meeting.

As negotiations with JDS Development progress there will be periodic updates made to the Board of Estimates. The goal is to have the deal finalized by August or September of this year so that the funds can be allocated in the 2015 Budget. The development agreement and budget amendments will then go to council; at which point these resolutions will be harder to pass. There are

some guidelines that create a framework for the development agreement and among the most important:

1. Keep the Municipal building for municipal use.
2. Replace the Government East ramp.
3. A living wage must be provided by all contractors used to complete work on this project.

8. [33449](#) Introduction of Monona Terrace Behavior Policy: Gregg McManners, Director

The behavior policy Monona Terrace is considering for implementation is modeled after the Central Library's Behavior Policy. Board members have been asked to read it over. Steven Brist, assistant city attorney has been invited to April's board meeting where he will explain and answer any questions regarding the policy.

9. [33126](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Revenue is 3% over projections.

	Budgeted	Actual
Banquets	215	206
Meetings	192	216
Conferences	30	24 + 3 tentative contracts
Conventions	27	26 + 1 tentative contract

10. [33127](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

2013 ended with revenues over by \$124,000. This was put back into Monona Terrace's reserve fund. 2013 was a record setting year for revenue.

January ended with revenue over by \$25,000. This was surprising due to the renovation shutdown. The \$250,000 that was set aside to cover the loss of business due to the shutdown was not used in January.

February revenue was up 10%, expenses were over by 8% and the month ended with revenue under expenditures by \$20,000.

11. [33125](#) Director's Report: Gregg McManners, Director

**A. Board Report**

The Governor's Tourism Award for Customer Service was bestowed on Monona Terrace staff. The Board extended their congratulations to the entire staff at Monona Terrace.

There have been some issues raised regarding CSC; Monona Terrace's newly contracted security company. Some of the guards have complained about not receiving a living wage. These officers will be advised to make reports to the Civil Rights department in order to start a formal process that enforces this part of the city's contract with CSC.

**B. Room Tax Legislation**

Room Tax legislation is dead for this session. Staff intends to get out ahead of the legislation's imminent return by meeting with Senators in June and July to

discuss it.

12. [33128](#) Announcements from the Chair: Glenn Krieg, Chair

No announcements from the chair.

#### ADJOURNMENT

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