



City of Madison

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

Thursday, November 19, 2009

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 -

Sheridan A. Glen; Warren E. Onken; Mona Adams Winston; Ann E. Kovich; Mark M. Opitz; William DiCarlo; Anne Katz; Glenn R. Krieg and Thomas J. Ziarnik

Excused: 5 -

Jeffrey B. Bartell; Henry S. Lufner, Jr.; Judy Sidran; M. Alice O'Connor and Wayne Bigelow

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

NEW BUSINESS

1. [12458](#) GMCVB 3rd Quarter Report - Deb Archer, President, GMCVB

Contracts for conventions and conferences are running behind last year's pace; 10 to date in 2009, vs. 14 at this time in 2008. The 2009 contract goal for Monona Terrace for 2009 is \$750,000, but it's been a difficult year because some events are cancelling or slow to sign contracts. Focus groups will be held next year with representatives of both won and lost pieces of business to see where procedures can be improved to promote a greater success rate.

GMCVB staff members are working with the Wisconsin Department of Tourism on a "Meetings Mean Business" campaign with goals to:

1. keep meetings in Wisconsin
2. continue having meetings
3. emphasize the importance of meetings for the economy

The GMCVB budget will be smaller in 2010 because the room tax collections are down due to the stagnant economy (-15% through the third quarter). GMCVB staff members are discussing ways to make up for losses in the Event Assistance Funds, and may use some of their own reserves to do so.

2. [12203](#)

Friends of Monona Terrace Update - Sheridan Glen, Chair, Marketing Committee

The FOMT Directors met on November 10, and Mr. Glen volunteered to continue to attend other future meetings as a representative of the MT Board Marketing Committee (this may become an Ex Officio position in the future). Staff plans to begin a donation box campaign at community events to help fund future programming. The box was in place for the first time at a concert last week that was attended by approximately 240 people, and \$160.00 in donations was collected. Donations would only be solicited at public events, not client events.

Potential membership levels were also discussed, as well as benefits for each level of contribution. Questions were raised about staffing requirements, and a variety of ways to reduce costs were mentioned such as:

- Use of volunteer docents to conduct tours;
- Sending a newsletter to members via PatronMail software rather than regular mail;
- Enlarge the membership base by contacting couples who held their weddings at Monona Terrace, anyone who bought a tile (particularly the Grand Tile group), in addition to the current mailing list of 3,000+ people. If enough people join the Friends of Monona Terrace, membership fees could pay for staff labor.
- A volunteer intern could be assigned to Friends of Monona Terrace projects.

3. [16208](#)

Finance Committee Report - Henry Lufler, Chair, Finance Committee

Mr. Lufler was unable to attend, so Mr. Onken served as Finance Committee Chair. The Finance Committee met prior to the 11/19/09 Board meeting to review Monona Terrace financial reports for October, discuss staff estimates of expenditures, income for the rest of the year, and projections for 2010. Reserve funds may be used for the first time in the history of Monona Terrace due to the economic downturn. Staff and Finance Committee members have been proactive on budget issues, and welcome input from Board members. Another Finance Committee meeting will be held in February 2010 to see if the economic data is showing signs of improvement.

4. [14291](#)

Finance Report - Kathi Hurtgen, Director of Finance

Monona Terrace hosted 58 events, 7 less than budgeted in October, representing \$413,792 in event revenues. Event Revenues were down 16% from budget, and total revenues of \$427,407 were down 17% from budget. Year-to-date event revenues are \$3,244,276, down 14% from budget. Total revenue of \$3,458,345 is down 14% compared to budget year-to-date.

Expenses were \$493,944 or 15% under budget for October. Year-to-date expenses are \$5,332,203, or 9% under budget year-to-date. The current financial position is (\$9,725) revenue under expenditures year-to-date.

5. [14292](#) 2009 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

The recession in the economy continues to affect Monona Terrace. Events are cancelling, reducing the size of their events, spending less, and some are not booking events at all. These cancellations and space reductions represent a total 2009 revenue loss of approximately \$305,000. Projections for year-end total are 634 events vs. the 695 events that were budgeted.

6. [11917](#) Director's Report - Jim Hess, Director

There were no questions regarding the Board report.

A meeting was held recently with representatives from the State of Wisconsin and CPS regarding a difficult parking situation in the Monona Terrace ramp for the recent Chamber of Commerce annual banquet. Procedures were changed so the delay in entering and exiting the parking structure will not reoccur in the future.

Monona Terrace held its first Heavy Metal Chef competition to raise funds for a designated charity in connection with the annual Combined Campaign. Ticket sales raised \$1,339.00 that was donated to the chosen charity of the winning chef. Monona Terrace and Monona Catering staff had a great partnership to stage this action-filled, exciting fundraiser!

A quarterly meeting was held recently with Mayor Cieslewicz, and items that were discussed included a financial update (revenues are down due to the recession), potential use of Monona Terrace reserve funds, and Board support for staff efforts to reduce expenses.

Council debates about the budgets (capital and operating) took place over the course of two nights. Most of the discussions were about the capital budget, and there were no amendments regarding the Monona Terrace budget.

The Gift Shop recently worked in partnership with MATC to hold a photography contest for students who took photos of Monona Terrace. Twelve winners were featured in a new calendar that is selling well. The Gift Shop is also carrying a snow globe featuring the downtown Madison skyline, including Monona Terrace and the Capitol building.

Monona Terrace will be closed on the following dates:

Thursday, November 26 and Friday, November 27 for the Thanksgiving holiday;
Thursday, December 24 and Friday, December 25 for the Christmas holiday;
Thursday, December 31 and Friday, January 1 for the New Year's holiday.

7. [14293](#) Announcements from the Chair - Ann Kovich, Chair

The City Attorney's Office revised their opinion of Sheridan Glenn's participation as a Board member following his recent move out of Madison. The Monona Terrace by-laws state that "Once appointed, a Board member or an alternate shall serve until her or his successor is appointed and confirmed." Therefore Mr. Glenn does not need to be reappointed at this time, and the matter will be revisited when he reaches the end of his term in 2012.

The annual Autumn Gathering reception will be held on November 24, from 4:30pm – 6:30pm, and the Celebration of the Season will be held on December 9 from 5pm – 7pm. Both events will take place in the Community Terrace. Board members were encouraged to attend.

The December 17, 2009 Board meeting has been cancelled; the Executive Committee can meet if any action is required which would then be ratified by the full Board at the January 21, 2010 meeting.

ADJOURNMENT

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