



City of Madison

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

Thursday, January 20, 2011

4:30 PM

One John Nolen Drive
Hall of Fame Room

Present: 9 -

Mona Adams Winston; Ann E. Kovich; Dianne Hesselbein; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; Chet Gerlach and Thomas P. Solheim

Excused: 5 -

Sheridan A. Glen; Jeffrey B. Bartell; M. Alice O'Connor; Henry S. Lufler, Jr. and Judy Sidran

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

Chair Winston made one of her announcements early, and introduced new Board member, Chet Gerlach, a City appointee. He served in the State Assembly for a number of years, and was elected as Assembly Assistant Majority Leader and chaired the Audit, Energy, and Tourism committees. He has operated a successful lobbying / consulting business for the past 26 years, and for the past 24 years has served as the Executive Director of the Association of Wisconsin Tourism. Mr. Gerlach expressed his enthusiasm for serving on the Monona Terrace Board, and was warmly welcomed.

REPORTS

1. [20960](#) Year-End Report, Community Events - Fran Puleo, Manager, Community and Public Relations

Donations: Since November 2009, a total of \$3,033.71 has been collected at select events, primarily concerts. In addition, one tile was purchased for \$1,000, and a private donation of \$350 was applied to the donation fund (a

501©3 organization). A “donate” button has been added to the Monona Terrace website, and an email/letter solicitation for donations was sent; to date, almost \$1,000 has been received through this initiative.

Attendance: Many of the Monona Terrace community events’ attendance increased by 30%, with record attendance being set at Concerts on the Rooftop, Lakeside Kids, Moon Over Monona Terrace, Terrace Town, Tai Chi and the Wright Lectures. Total increase in average attendance was 61%. The Patron Mail database now totals 3,600 people.

Award: The Community Relations Department was honored to announce that Monona Terrace received the Wisconsin Federation of Museums Award of Excellence at the 2010 WFM Annual Meeting in Oshkosh.

Presentations: A presentation titled “Gather Celebrate Learn” which focuses on Monona Terrace as a gathering place and tourism destination was shared with various community service clubs, neighborhood associations, and professional networking groups.

Volunteers / Interns: A new community events volunteer position was created and 10 volunteers were trained. They welcome guests, distribute flyers and answer questions at Monona Terrace events.

The volunteer docent group (37 people) reached a total of 1,300 hours this year. In addition, the Community Relations Department enjoyed the services of four interns who provided over 1,800 hours of time working on a variety of projects. The interns are students of the UW-Madison and UW-LaCrosse.

Sponsors: Sponsor partners during 2010 included Alliant Energy, MG&E, Frank Lloyd Wright Wisconsin, AIA Wisconsin, Madison Arts Commission, Dane County Cultural Affairs, Group Health Cooperative, American Planning Association, the Wisconsin Architecture Foundation, and Friends of Monona Terrace.

2. [20965](#)

Schindler Contract Resolution - Gregg McManners, Director

Monona Terrace is in the third year of a five-year contract with Schindler Elevator Corporation; Schindler has proposed a reduction of \$1,100/month if Monona Terrace executes a new five-year contract. The company will also perform safety certification checks on installed equipment at no charge. These actions would result in a total reduction of \$45,000 - \$60,000 over the course of five years. The Finance Committee has reviewed the proposal and recommended approval of the contract which would also have to be approved by the Board of Estimates and the Common Council.

A motion was made by Kovich, seconded by Karofsky to approve the proposal. The motion was approved by voice vote / other.

3. [14291](#)

Finance Report - Kathi Hurtgen, Director of Finance

Total operating revenues for the month of November were \$274,000, -7% when compared to budget. Total operating expenditures were \$575,000, +2% when

compared to budget. Revenue under expenditures was -\$30,000 for the month; this includes \$24,000 in unplanned expenses regarding refinancing WRS bonds. Year to date revenue over expenditures totals \$231,000.

December's financial report is not completed at this time; preliminary revenue totals for the month are estimated to be \$152,000 which is -\$79,000 when compared to budget. Surplus revenue for the year should be approximately \$55,000 - \$75,000.

Board members praised staff members for excellent expense control measures. They also acknowledged the goal of returning \$61,000 to the reserve fund which was required to meet budget in 2009.

4. [17074](#)

Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

2011 event numbers look good, and more will be known about event averages (how much revenue is generated) after a few more months. Organizations are still booking in the year, for the year. Staff will work from the adopted budget rather than modeling an internal budget to adapt to lower than anticipated revenues.

Banquets: pacing to total 215, compared to 220 budgeted

Meetings: pacing to total 195, compared to 185 budgeted

Conventions: pacing to total 31, compared to 31 budgeted

Conferences: pacing to total 26, compared to 31 budgeted (3 pending conferences, two tentative conferences)

Members of the sales staff were introduced to the Board; they, in partnership with the Greater Madison Convention and Visitors Bureau, produced the third highest revenue total in Monona Terrace history during 2010.

Laura Cornell, Director of Sales, has been with Monona Terrace for 14 years (before the building was even opened). She handles day-to-day operations and books conferences and meetings as well as some conventions, and expressed her gratitude to other staff members, particularly the Operations crew, for keeping the building beautiful and making it easy to sell.

Breanne Chase, Social Sales Manager, books weddings, holiday parties, non-profit events, and many other types of social events; she enjoys helping clients create memorable events.

David Olivarez is responsible association and corporate bookings plus bookings that fall within the next 30 days; in those cases, he also acts as the Event Coordinator. He commented on his great co-workers and the Frank Lloyd Wright aspect of the building, and is proud to represent Monona Terrace.

Ms. Kovich, Executive Vice-President, M & I Bank, commented on an event that they booked on a short-term basis that was a great success, and gave kudos to the staff for a job well done throughout the year. The entire Board acknowledged the job the sales staff did in 2010 despite trying economic

conditions.

5. [20961](#) Director's Report - Gregg McManners, Director

There were no questions about the Board report.

The project to resurface the Exhibition Hall floor had to be postponed because the test patch was not holding up well; the project will now be done during maintenance days in July.

2011 Staffing Update: The City's "bumping" process affected Monona Terrace when a staff member from another department returned from medical leave; a 50% staff member from the Gift Shop was bumped out of her job, but fortunately there was an opening for a 50% position in the Parking Utility. The union contract is the trigger for this process; when someone is notified they are being bumped out of their position, they have 24-hours to make a decision about being placed in a different City department. The restructuring of the Overture Center may leave Monona Terrace vulnerable to more bumping as there are 18 Overture employees who will be affected. Senior staff will try to minimize exposure as much as possible. Further discussions will be held with the Mayor's Office regarding this topic.

Preliminary work is being done on a potential staff reorganization project which will be discussed with the Finance Committee in February. Board members expressed concern about staff burnout and encouraged realistic goals while maintaining client satisfaction.

Food Composting Project: Monona Terrace / Monona Catering cooperative efforts have diverted over seven (7) tons of food waste (pre-consumer products) in conjunction with a composting system at the University of Wisconsin.

Governor Walker's Inaugural: The event was a huge success and a wonderful way to showcase Monona Terrace and start a new year; the event planner was extremely pleased and also gave accolades to Monona Catering for the food service.

6. [18300](#) Announcements from the Chair - Mona Adams Winston, Chair

Board members were reminded that Monona Terrace is required to file an attendance report twice a year; three absences in a row or five out of twelve meetings missed is cause for concern.

ADJOURNMENT

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