



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, November 19, 2020

4:00 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Andrea R. Nilsen; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring

Absent: 1 - Aureliano Montes

Excused: 1 - Brent McHenry

APPROVAL OF MINUTES

A motion was made by Richardson, seconded by Verveer, to Approve the Minutes. The motion passed unanimously..

PUBLIC COMMENT

1. [63001](#) PUBLIC COMMENT
None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission, Alice O'Connor and Mike Verveer are both members of the Monona Terrace Booking Assistance Advisory Committee. Eric Rotier is a member of the Destination Madison Board of Directors.

DISCUSSION

2. [62997](#) Destination Madison Report: Deb Archer, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

Attachments: [DM_presentation.pdf](#)
[2021bookedevents11.10.20.pdf](#)

In an effort to help the industry recover, DM has spent a lot of time collaborating with Public Health. Their hope is to have a plan in place so that when the time comes for reopening, it will be safe and successful. They are also doing a lot of lobby work for Federal Relief Funding for all areas of our

industry.

They are working on destination reputation management through meetings with others in the industry, to ensure everyone is aligned with positive messaging about the Madison as a destination. Marketing messaging for local business

Travel has dropped significantly, with air travel being the most dramatic. Traveler confidence in traveling has remained under 50% and is dropping given current pandemic spike in Wisconsin. Hotel occupancy levels of the downtown Madison hotels has dropped from 71.2% in 2019 to 27.3% for 2020.

Since 2010 the leisure and hospitality market has been leading job growth in the US; however, due to the pandemic, it has been hit the hardest by job loss. Approximately 36% of leisure and hospitality jobs have been lost.

Experts say the recovery will take up to 12 quarters, it may be 2023 before "normal" event volume returns.

Other cities continue to open up faster than Dane County. More booking incentives are being offered, including hybrid/virtual meeting options. Meeting planners continue to delay decisions. 70% of planners feel that virtual technology will impact event attendance. Most planners think their next live event will be in the third quarter of 2021. The sales pace is shifting events from 2023 and 2024 are looking at later years and rolling their 2020/21 cancellations to following years in the same venue. Additionally, the booking window is shortening. Meeting planners expect 20-40% less attendance on the events that are currently contracted.

Monona Terrace is doing a lot to position itself for reopening. The studio for virtual and hybrid meetings along with the GBAC Star Certification are key examples.

Many event planners do not want to book blocks of rooms due to their concern with being able to fill these rooms. DM is working with the planners to see if they are willing to survey their clients regarding which hotels the attendees stay in to appease area hotels.

There were 27 contracted event for 2021, 3 have cancelled and more may continue to cancel depending on the direction of the health regulations.

3. [62998](#)

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

Attachments: [bkpc_10-31-20.pdf](#)

Destination Madison and Monona Terrace has worked really hard to be fair with clients and maintain good relationships throughout the pandemic. It has been paying off with loyal customers rebooking.

WYSO was holding rehearsals on Saturdays and will pick up again when the health restrictions lift. The county has chosen to stage the recount at Monona Terrace, this will represent some revenue. L & L Exhibition management is reworking their more traditional Home Show into a retail event. If allowed to

host it will be a good revenue generator.

428 events cancelled this year, an additional 81 have rebooked into 2021 or future years. There have been 118 new bookings since COVID hit.

2021 has 225 groups (definite, pending and tentative) Eleven contracts were signed just last month.

Some clients have been cancelling their first quarter 2021 events. The drop-off was expected and budgeted.

2020 is down from budget by:

-147 banquet
-130 meeting
-20 conferences
-25 conventions

2021 Projections

Banquets 141

Meeting 126

Conferences 14, plus 3 tentative

Conventions 26, plus 2 tentative

4. [62999](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [finance-rpt 10-20.pdf](#)

WYSO's rehearsals was the one account that generated revenue in October. There were 8 events total, with the other events being virtual community programs.

Since COVID hit, we have processed over 200 refunds totaling \$434,000.

The spending continues to stay down, whittled down by \$75,000. Staff has been diligent about not spending unless necessary.

The recount event will generate revenue in both space rental and catering sales, these numbers will be reflected in the December finance report. The Trump/Pence campaign is paying for this event, not Dane County.

5. [63000](#)

Director's Report: Connie Thompson, Director

- 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 11-19-20.pdf](#)

A second draft of the HVS Hotel and Meeting Space Demand Study has been submitted. Once this study is finalized HVS will be invited to present it to the

board.

Staff vetted the company J&L regarding an optimization study to prioritize and strategize where to target marketing efforts by taking into account available space, event size, and event dates. Destination Madison is interested in having this study done in 2021.

The Room Tax Fund did not meet its 3rd quarter projections and so the commission will be meeting again to revise the fund's distribution. Monona Terrace anticipates more budget cuts for 2021.

Staff applied to the DOA for its Live Music and Entertainment Venue grant. Results are expected to come out at the end of November.

A number of full time staff continue to be redeployed in Parks, Engineering and Streets and will likely remain so through the 1st quarter of 2021. The part-time staff and stagehands have no more hours now that the seasonal work is over and it doesn't look like there will be hours here at Monona Terrace through the 1st quarter.

The Mayor's furlough policy is up for debate with the Common Council. The Council has voted to offer a voluntary furlough program---similar to the Dane County program implemented in 2020---holding off on mandatory furloughs until the second quarter of 2021. The Mayor has not made a decision regarding whether or not she will veto this resolution.

6. [63040](#) Announcement from the Chair: Alice O'Connor, Chair
A. December Board Meeting Cancellation
The December board meeting is cancelled.

ADJOURNMENT

A motion was made by Verveer, seconded by Richardson, to Adjourn. The motion passed unanimously.