



# 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?*

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Thursday, March 18, 2021

4:00 PM

via Virtual Meeting

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### CALL TO ORDER / ROLL CALL

**Present:** 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Andrea R. Nilsen; Steven Peters; Brent McHenry; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring  
**Absent:** 1 - Aureliano Montes

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [64644](#) 3 minutes per 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 Rottier is a member of the Destination Madison Board of Directors.

### DISCUSSION ITEMS

2. [64639](#) Community Events 2020 Year-end Presentation: Kristen Durst, Community and Public Relations Manager  
  
At the beginning of 2020 the Community Events department had a full schedule of programs planned for the year. When COVID hit, staff had to rethink how to engage with the community. Things started with a virtual learning page on the website. Much of the educational content was pre-existing; however, some content creation was necessary. The next step was offering health and wellness programs virtually. GHC and SSM Health partnered with Monona Terrace for online meditation, yoga and wellness talks. Concurrently, the Wright Design Series launched virtual lectures that drew Frank Lloyd Wright fans from across the world. A grant from Dane Arts, allowed staff to produce a

series of virtual Lakeside Kids programs. With sponsorship from Alliant Energy Foundation and Madison Astronomical Society, Moon Over Monona Terrace, was converted into a multi-media virtual event with two different educational tracks and live streaming. Staff wrapped up 2020 with planning for the virtual 2021 Madison Makes program. They solicited videos from makers in the community, sharing their quarantine projects. The end result was a 2 hour program featuring 46 makers.

Though 2020 wasn't a stellar year, much was learned. Virtual programming is a way to reach many, otherwise unable to attend community events. Therefore, it makes sense to continue using the medium in certain instances. Of course, Monona Terrace is looking forward to 2021 and becoming a community gathering place again.

3. [64640](#) Nominating Committee Report: Jane Richardson, Committee Chair

The nominating committee met to consider nominations for the slate of officers. With the new people appointed to the board, the committee felt it may be a good idea to start utilizing their talents. The committee recommends that all board members, long time and new, consider whether they would be interested in a position among the board officers or on any of the subcommittees and workgroups. Board members should contact the board chair with their interests. The nominating committee will meet again in early April, which gives board members time to volunteer. The committee will bring their recommendation for the slate of officers to the April 15 board meeting.

4. [64641](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc 02-28-21.pdf](#)

**2021 Projections**

Banquets	106 ( down 4)
Meetings	95 (up 7)
Conferences	8 (down 4)
Conventions	14 (down 2)

Though the new health orders have been good news, some business has eroded. One reassuring statistic, is that the booking pace for 2022 look's as healthy as it would in a normal year.

5. [64642](#) Finance Report: Jeff Boyd, Business Manager

The January and February finance reports are based on the November 2020 adopted budget numbers. In February, the Home Retail Store made up the bulk of the revenue for the year so far. Year-to-date, due to careful spending, expenses remain under budget by \$115,000.

6. [64643](#) 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\\_03-18-21.pdf](#)

The latest health orders are a great move forward; however, it will still take time for business to pick up. Reopening planning has begun throughout the city. Monona Terrace plans to bring back redeployed staff in phases over the course of the next few months.

Clients have been asking about MT staff vaccination, and COVID testing. Requesting only vaccinated staff work an event could potentially be a regular issue. It is currently under consideration by the city attorney's office.

In view of the changes 2020 has brought, the Strategic Planning Steering Committee should meet to review the plan created in 2019 with a new lens. In fact, there are numerous subcommittees that may need to meet this year; including the JDS and Operations committees. Board members should contact the board chair if interested in joining a subcommittee.

Monona Terrace may not be able to have sculptures on the rooftop this summer. There are currently no grants or money in the budget for the project. Staff continues to explore potential partnerships and other options that may help fund a smaller version of sculptures on the rooftop.

Monona Terrace is storing a large number of the state street murals in off-site storage.

Staff will be checking with the Mayor and City Attorney regarding when the board can meet in person.

## ADJOURNMENT

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