



City of Madison

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

Meeting Minutes - Draft MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, June 18, 2020

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

- Present:** 9 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Aureliano Montes; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring
- Excused:** 2 - Mark J. Richardson and Brent McHenry

APPROVAL OF MINUTES

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

1. 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

DISCUSSION ITEMS

2. [60949](#) Destination Madison Report: Deb Archer, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

Attachments: [DestinationMadison.MononaTerrace061820.pdf](#)

2019 was a fantastic year, economic impact was up 4%. DM went into this year with 21 conventions and 3 sports events at Monona Terrace as well as 19 conventions and 2 sports events booked for Monona Terrace in 2021. Due to COVID19, 63 convention and sporting events in the Greater Madison area have cancelled, an additional 9 events have rescheduled or rebooked for future dates.

With states reopening and loosening gathering restrictions the environment is more competitive than ever before. Some cities are offering incentives like zero attrition on hotel rooms. 3 of the downtown hotels in Madison have agreed to work with DM to offer "no attrition through 2024." Other

opportunities that venues should take advantage of include virtual meeting technology and health & safety certifications as offered by Global Biorisk Advisory Council. Monona Terrace and the Concourse Hotel are seeking this accreditation.

The DM explained their strategy for restarting the economy. Their initial focus will be filling hotels with the leisure “drive time” tourist. They received a grant from the Wisconsin Department on Tourism for their campaign “Explore the Urban Outdoors.” Next they will target local and regional events. Normally DM requires 1,039.66 days to book an event (from first contact to signed contract) at Monona Terrace. However, by concentrating on state and regional events they look to shorten this booking windows. This campaign will include efforts aimed at the business community in Madison, asking them to keep meetings in town.

3. [60951](#) Finance Committee Report: Glenn Krieg, Committee Chair

A motion was made by Krieg, seconded by J. Richardson, to Approve the 2021 Capital budget request. The motion passed unanimously.

4. [60954](#) Room Tax Commission Report: Glenn Krieg, Commission Member

COVID-19 has devastated the room tax fund. In 2019 the Room Tax Commission allocated funds of approximately \$19M as this was the projection for the room tax balance by the end of 2020. Based on economic trends the city’s finance director has reduced this projection for the room tax balance by 50%. Because of this the Commission is reconsidering their initial allocation of room tax fund. On May 29 the commission heard presentations from the room tax fund recipients. Each of them explaining the important part they play and interest in receiving a share of the fund.

The Room Tax Commission will meet again on July 7 to make a decision regarding 2020 and 2021 room tax fund allocation. Several members expressed an interest in having the Monona Terrace Board take a stand in support of Monona Terrace to the Room Tax Commission, conveying to them our needs and concerns and asking them to direct the maximum amount of funding that is possible to Monona Terrace.

A motion was made by J. Richardson, seconded by Ring, to authorize the board’s Executive Committee to compose a letter to the Room Tax Commission. The motion passed by the following vote:

Ayes: 7 - Jane Richardson; Michael E. Verveer; M. Alice O’Connor; Aureliano Montes; Judith F. Karofsky; Glenn R. Krieg and James Ring

Noes: 1 - Eric A. Rottier

Excused: 3 - Mark J. Richardson; Steven Peters and Brent McHenry

5. [60956](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bookingpace_MAY2020](#)

Due to COVID-19 2020 has had 253 events cancel. An additional 61 events were rebooked rather than cancelled. Being flexible with clients about their deposits

has paid off, preserving relationships and resulting in several rebooked events. Since the shutdown, 73 new events have booked, representing \$2M in revenue spread out across 2020-2025.

	Depending on conditions	
2020 Pace	Budgeted (Pre COVID)	Projected (Post COVID)
Banquet	172	82
Meeting	168	81
Conference	25	9
Convention	30	9

	Depending on conditions
2021 Pace	Projected
Banquet	171
Meeting	176
Conference	14 +6 pending, +2 tentative
Convention	28 +2 pending, +4 tentative

6. [60958](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [finances May2020.pdf](#)

With the building closed due to COVID-19 restrictions, there were zero of a budgeted 57 events in the building in May. Except for \$22,000 in ancillary income, revenue was down 94% of budget. The TOT subsidy has been reduced to \$133,000 to account for the amounts already allocated at the beginning of the year through April and factoring in the 50% reduction in the room tax balance. The month end budget has a deficit of \$605,000, contributing to a year end deficit of \$702,000.

June will show a small amount of revenue due to commissions from Lake Vista Café, which opened on June 8 and gift shop website purchases. There will be an expense savings reflected in payroll due to the workshare program that began for 15 employees on June 7.

7. [60960](#) 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: [report 06-18-20](#)

A total of 23 employees will be put on the workshare program this year. Their hours have been reduced by 20%. They are currently eligible for the CARES Act benefit.

AV and Community events staff have been doing a tremendous job by converting some community programs into virtual programs. Along with this,

the AV team continues to develop meeting packages for virtual technology, so clients can easily understand and choose the virtual components of their meetings.

A task force of managers has researched and written all the policy and procedure for reopening Monona Terrace to clients and attendees. The Public Health Department has reviewed these documents and commends the work.

Reopening week for Lake Vista Café was good. Even with a focus on take out and a limited menu, it did better than 2019 because the weather was much nicer. Guest reviews for the food have been positive.

The building and staff opened the exhibition hall to the National Guard and MPD, during the height of the protests. Additionally, DMI and BID requested storage space for the art boards that were on the windows of downtown area businesses. Monona Terrace was happy to provide this space and is also collaborating with DMI and others to determine if it is possible have a viewing for this artwork.

8. [60963](#)

Announcement from the Chair: Alice O'Connor, Chair

A. July 16, 2020 Board Meeting

B. Finance Committee Meeting July 16 for Operating Budget

The Finance Subcommittee Meeting and Board Meeting will be held on July 16.

ADJOURNMENT

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