



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, January 16, 2014

4:00 PM

9 East Wilson St
Founders Room

CALL TO ORDER / ROLL CALL

Present: 10 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; Mark Clarke; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 4 -

Mark J. Richardson; Dianne Hesselbein; Judith F. Karofsky and Thomas J. Ziarnik

APPROVAL OF MINUTES

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

PUBLIC COMMENT

No Public Comment.

DISCLOSURES AND RECUSALS

No Disclosures or Recusals.

NEW BUSINESS

- [32384](#) Reminder that all members of City of Madison committees, commissions, or boards must file a Statement of Interests form with the City Clerk's Office by January 7, 2014.
The chair reminded all members of the board who have not filled out their Statement of Interest online, to please do so.
- [32780](#) Community Events Department Year-End Report: Fran Puleo, Manager of Community and Public Relations
2013 was a great year in terms of attendance. The Community Events department programs served over 56,000 people. Based on survey feedback, word of mouth and PatronMail (email service) are the attendance growth drivers. Monona Terrace's PatronMail subscriber list reached 6,500 in 2013. Out of 1,000 attendee surveys 43% of them said it was their first time attending a Monona Terrace community event. For 13% it was the first time they had visited the building.

New programs rolled out in 2013 included Lunchtime Yoga, PechaKucha Nights, and Terrace Talks.

Concerts on the Rooftop enjoyed 9% growth in attendance over 2012, serving 14,732 people. Dane Dances also saw growth serving over 40,000 people. The major sponsorship from Great Dane Pub & Brewing Company helped facilitate this growth, affording the concerts to host better bands.

Donations for 2013 totaled \$5,067 and PR value from coverage of community programs, booked events, and downtown development amounted to \$106,267.

Volunteer staff has grown to 15 members. These volunteers help during events and are of great value. The docent group continues to give tours and reach out to schools with Froebel block workshops. In total these volunteers logged 1,758 hours for 2013. A part time hourly assistant, Erin Passehl, has been hired to help support the growing volunteer duties and activities.

Grants and sponsorships from a growing slate of generous sponsors and grantors have been instrumental in developing and advancing the programs offered to the community. These organizations include: Alliant Energy, American Family Insurance, Dean Clinic, Friends of Monona Terrace, Great Dane, St. Mary's Hospital, MG&E, Frank Lloyd Wright WI, AIA Wisconsin, GHC-SCW, Dr. Sarah Moore, Oakwood Foundation, Evjue Foundation, The Madison Arts Commission and Dane Arts.

3. [32781](#)

Presentation of New Monona Terrace Video: Bill Zeinemann, Associate Director - Marketing and Event Services

One, four minute and four, one minute videos were shown to the board. The long video promotes Monona Terrace as a convention and meeting facility, served by a luxury hotel and surrounded by the ever exciting Downtown Madison. The four shorts each hone in on one aspect of Monona Terrace: A Place of Beauty, The Staff, A Green Building, and The Catering. These videos will be used on the website and in social media.

A photo shoot will take place next week to use in advertising the newly renovated Monona Terrace.

4. [31885](#)

2014 Renovation Update: Gregg McManners, Director

As of 1/16/14 70% of the new carpet has been installed and 50% of the restroom project is finished. Reupholstered furniture, new bars, and kitchen equipment is ready to install. Work crews are here 7 days a week, 2 shifts a day to get this renovation done in the relatively small amount of time allotted.

Jeff Griffith, Operations and Technical Supervisor, has acted as the General Contractor on this project, liaising with companies and keeping individual projects to schedule.

5. [32782](#)

Room Tax Legislation: Gregg McManners, Director

The room tax legislation bill discussed at the November board meeting hasn't

gained any traction, however it has not gone away. Changes continue to be proposed but so far it has not come to a vote in the legislature. Board members Gerlach and O'Connor agree that it is unlikely this bill will ever make it to a vote. The Legislature adjourns at the end of March.

6. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

2014	Budgeted	Actual
Banquets	215	224
Meetings	192	205
Conference	30	27
Convention	27	27

7. [32783](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

November financials were very positive with Operating revenue 41% over budgeted revenue. Operating expenditures were only 1% over and total revenue equaled \$80,000 yielding a year-to-date total of \$170,000 over expenditures. December and Year-End financials are not completed however, 2013 looks to be the highest revenue year in Monona Terrace history.

Using data from the IAAM 2012 operating revenue report on convention centers, a graph was created to show gross revenue per square foot of rentable space. Monona Terrace makes much more per square foot in all revenue categories than the average small convention center.

A 'dashboard' of strategic objectives, goals, action plans and performance indicators was shared with the board showing that Monona Terrace is doing well in all areas of Operational Excellence, Workplace Excellence, Financial Viability, and Community/Economic Impact. As part of the quality initiative and in concert with City HR, staff participated in a survey and when tallied it showed that Monona Terrace beat the bench marks in every area. Because there is always room for improvement, several questions with lower scores have helped target areas to work on. Monona Terrace will be forming 6 focus groups made up of staff, and facilitated by City HR, to help examine the lower scores and how to improve them.

8. [32784](#) Director's Report: Gregg McManners, Director

A. Board Report: No discussion.

B. Judge Doyle Square (JDS): There are two upcoming committee meetings scheduled January 23 and February 7. The goal is to deliberate between the two developers and then recommend one to the city. The local hotel community is not in favor of this development and plan to lobby against it. The committee will have many questions that need answers before they can decide which developer to recommend. The fate of the MMB is one of these questions as well as the amount of function space in the JDS project Hotel. Parking is also up for debate. A recent TIF amendment that would have provided another funding option for the parking utility died in legislation. The goal is to have a decision by February 7.

9. [31617](#) Announcements from the Chair: Glenn Krieg, Chair

Madison Magazine's latest issue features two of Monona Terrace's Board Members, Mark Richardson and Ricardo Gonzales.

ADJOURNMENT

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