



# City of Madison

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

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Thursday, September 16, 2010

4:30 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 9 -

Jeffrey B. Bartell; M. Alice O'Connor; Mona Adams Winston; Henry S. Lufler, Jr.; Ann E. Kovich; William DiCarlo; Glenn R. Krieg; Thomas J. Ziarnik and Judy Sidran

**Excused:** 3 -

Sheridan A. Glen; Dianne Hesselbein and Judith F. Karofsky

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

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

### NEW BUSINESS

- [19621](#) Introduction of New Event Coordinator, Edit Lonkey Williams - Meg Statz, Event Services Manager  
  
**Ms. Williams provided background information about her career at Monona Terrace which began with several years with Monona Catering. She received several promotions and was named a Sales Manager in 2008. She is very pleased to now be working with Monona Terrace as an Event Coordinator, and was warmly welcomed by the Board members.**
- [19622](#) Presentation on the Union South Project - Mark Gutier, Director  
  
**This project, driven by a student referendum, has been in progress since 2006. A brochure was distributed (more information is available on the Union South website) highlighting interesting information about the building including:**
  - Two levels of parking, 180 stalls (combination of meters and staff parking); parking ramp is also used by the Wisconsin Institutes of Discovery located across the street.
  - The building offers a three-story recreation center on the lower level featuring a bowling center, billiards, table games, climbing wall, TV lounge, performance stage, etc.
  - Union South will have three restaurants (Ginger Root, Harvest Grain and

Urban Slice) plus a coffeehouse and wine bar, pub and grill, convenience store, and a Babcock ice cream stand.

- The Visitor Information Center is moving to the Union South from the Red Gym.

- The facility features 21,000 square feet of meeting space in seven meeting rooms (two are fixed, one is for yoga, the others are flexible); the largest meeting space is twice as large as the Great Hall at the Memorial Union. Groups must be sponsored by or affiliated with the University to use the meeting rooms.

- The building will open April 15; it will be turned over to the University in February 2011 so staff will have six weeks to move in and get the students excited about using the new Union South.

- The fourth and fifth floors of the building will each have 30 guest rooms. Expected users are researchers from the Wisconsin Institutes of Discovery (50% of the rooms), game day guests, recruiters, etc.

3. [14291](#)

Finance Report - Kathi Hurtgen, Director of Finance

The budgeted number of events for the month of August was 29, and 40 were held; total operating revenues for the month were \$696,000, +3% compared to budget. Total operating expenditures were \$538,000, -8% compared to budget. Revenue over expenditures was \$68,000 for the month, and \$98,000 year-to-date. Surplus revenues for year-end are anticipated to be approximately \$100,000.

4. [17074](#)

2010 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events

The internal 2010 events budget included:

26 conventions  
37 conferences  
218 banquets  
176 meetings

Projected events for 2010 are:

26 conferences  
36 conventions  
223 banquets  
199 meetings

The internal 2011 events budget includes:

31 conventions  
31 conferences  
220 banquets  
185 meetings

Projected events for 2011 include:

32 conventions  
31 conferences  
217 banquets  
181 meetings

Staff is encouraged about 2011, and anticipates that business will keep improving.

5. [11917](#) Director's Report - Jim Hess, Director

**Board Report - There were no questions or comments on the Board report.**

**2011 Budget Update – The Mayor has approved the 2011 Monona Terrace Capital Budget. Staff has also met with the Board of Estimates regarding the budget, and received compliments regarding the upkeep of the facility. The operating budget is at the Mayor’s office also; there has been no response to date on the letter sent by the Board urging the Mayor to grant Monona Terrace the flexibility of not requiring any additional cuts for 2011 (i.e. not implementing any of the proposed 6% of cuts as requested in the 2011 Budget Guidelines). Monona Terrace cannot continue to absorb budget cuts and maintain the building as well as deliver the level of service required by our customers.**

**High Speed Rail Update – One of the more perplexing issues is where to park inner-city buses. There are some who think the buses should be parked at Monona Terrace because of proximity to the station. However, staff has taken a strong position against bus parking at the facility for a variety of reasons: the space is necessary for client move-ins, bicycle and pedestrian traffic, daily deliveries to Monona Catering, etc. Mr. Hess commented that he plans to discuss this situation with the Mayor during his their quarterly meeting. A drop-off and pick-up area is also being discussed for the high speed rail station.**

**Ironman Event – Another very successful Ironman was held on September 11, 2010; of the 2,550 athletes who started the race, an amazing 94% (2,398) crossed the finish line in this test of endurance, training and the human spirit.**

**Unfortunately an ambulance was called unnecessarily and the driver (who is trained to go to the loading dock) instead turned onto Olin Terrace which is a pedestrian bridge to Monona Terrace. It is clearly marked with signs that say “No vehicles beyond this point” and the ambulance broke 40+ tiles which will need to be replaced at a cost of approximately \$20,000. A claim has been filed with the city, and staff members are discussing removable barriers to prevent any similar incidents in the future.**

**Update on Hiring of New Director – The position has been posted and advertised, and interview questions are being developed. Applications will be accepted until October 1. The Search Committee will review the applications and make recommendations to the Oral Interview Committee whose members will meet with the final candidates on Thursday, November 11. The Mayor will interview the top candidate(s) on Friday, November 12 and will attend the November 18 Monona Terrace Board meeting to review his selection of the successful candidate.**

**Mr. DiCarlo, a member of the Oral Interview Panel, and Ms. Kovich, a member of the Search Committee, asked Board members to contact them with suggestions regarding interview questions by October 1.**

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

There were no announcements from the Chair.

**ADJOURNMENT**

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