



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, February 16, 2012

4:30 PM

One John Nolen Drive  
Community Terrace

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### CALL TO ORDER / ROLL CALL

**Present:** 13 -

James Ring; Sheridan A. Glen; Michael E. Verveer; M. Alice O'Connor;  
Mona Adams Winston; Ricardo A. Gonzalez; Ann E. Kovich; Dianne  
Hesselbein; William DiCarlo; Judith F. Karofsky; Glenn R. Krieg; Thomas  
J. Ziarnik and Chet Gerlach

**Excused:** 1 -

Thomas P. Solheim

### APPROVAL OF MINUTES

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

**Excused:** 1 -

Thomas P. Solheim

### PUBLIC COMMENT

No public comment

### DISCLOSURES AND RECUSALS

No disclosures or recusals

### NEW BUSINESS

1. [14289](#) Greater Madison Convention and Visitors Bureau First Quarter Report - Deb Archer, Director, GMCVB

Rebecca Ramsey, the new Director of Sales for the GMCVB was introduced to the board. She started her career in Washington, DC and then moved on to North Carolina. She has sales experience in both hotels and convention centers. She helped the City of Charlotte secure the 2012 Democratic National Convention. She is very happy to be in Madison.

The GMCVB is pleased with the 2012 booking year, there are a lot of strong events coming to the community. Deb Archer highlighted the 2011 GMCVB goals and achievements. The sales team had a goal \$670,000 in contract revenue for Monona Terrace and achieved \$590,597 or 93.4%. Lead production for Monona Terrace continues to trend upwards with 108 leads as compared to 94 in 2009 and 95 in 2010. Total contracted room nights goal was 94,500 and

they achieved 68,565 or 72.6% of that goal.

Deb Archer also walked the board through the hotel room occupancy rate and average daily rate for the market and downtown in 2011 as compared to 2009 and 2010 and to the competitive set.

2. [21173](#)

Year End Review: Patty Lemke, General Manager, Monona Catering

In 2011 Monona Catering's revenue was up 3.74% from 2010. Over the course of the year Monona Catering served a total of 426,071 guests. They donated 8,442 pounds of food donated to Salvation Army and like organizations

Monona Catering projects that May, July, August and October will be the highest revenue months in 2012. They have noticed clients are still taking a more conservative approach to food and beverage purchases. Fortunately the frequency of slightly higher purchases does show modest growth.

Monona Catering continues to employ a solid workforce with a current roster of 100 staff members (16 management, 84 union staff), which includes 39 employees with 5 or more years of service.

3. [24395](#)

"Gift of John M. Olin" Panel: Gregg McManners, Director

At the November Board Meeting, the "Gift of John M. Olin" panel was presented and offered to Monona Terrace as the permanent location. The Board referred this to staff for study.

Staff feels that that this panel would be an appropriate monument to have on Olin Terrace, given its connection to the location. Staff researched and identified a location and an appropriate mounting application at a cost of \$900. Staff recommended that non-Monona Terrace budget funds be identified to cover the cost of installation. Discussion followed and several questions were raised about maintenance, installation and repair. The board suggested that staff contact Mr. Levitan about the questions raised and then keep them apprised of the developments.

4. [24397](#)

Finance Committee Report: Glenn Kreig, Chair

Monona Terrace reported a surplus of \$78,000 in 2011. This surplus will be returned to the Monona Terrace reserve.

The Finance Committee approved the new 2013 Base Room Rental Fees and the Guest Services and Equipment price list.

Due to a recent unexpected staff member retirement in 2012, Monona Terrace will experience some salary savings throughout the course of the year.

A motion to approve the report was made by Kovich, seconded by O'Connor, to Approve. The motion passed by voice vote/other.

5. [17074](#)

Booking Pace Update: Bill Zeinemann, Director of Marketing and Events

|             | Projected | Budgeted |
|-------------|-----------|----------|
| Banquets    | 195       | 220      |
| Meetings    | 200       | 215      |
| Conventions | 32        | 30       |
| Conferences | 32        | 32       |

Despite the softness in both Banquets and Meetings, the first quarter is looking positive. The first revenue forecast projected that Monona Terrace will make revenue projections as Conferences and Conventions look strong and that will offset the softness of the banquet and meeting market.

6. [24060](#) Finance Report: Kathi Hurtgen, Director of Finance

Year-end financials were discussed and despite a soft December, the year ended with a cash surplus of \$78,000.

In regard to 2012, January revenues came in at 1% under budget and expenses 5% over budget; however, most of that was due to the timeliness of invoices. No unexpected costs were incurred. January ended with a loss, but overall we are off to a good start and expect February and March to be good months.

7. [22041](#) Director's Report: Gregg McManners, Director

The City of Madison issued a resolution at the last Common Council meeting, recognizing and commending Monona Terrace and staff for producing and hosting Terrace Town 2012. The event brought nearly 1,500 students from 16 area schools together to present their vision for sustainable cities. This is the first proclamation that Monona Terrace has ever received for an event.

Executive Director Gregg McManners announced that he has been asked to participate as a member of the Alliant Energy Center Complex Task Force.

8. [18300](#) Announcements from the Chair: Mona Adams Winston, Chair

The Board Chair reminded everyone to RSVP for the GMCVB's Multi-Cultural Event on March 2

## ADJOURNMENT

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