



City of Madison

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

Meeting Minutes - Draft MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, May 16, 2019

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik and James Ring

Excused: 1 - Mark Clarke

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

There was a quorum of the Room Tax Commission and the Monona Terrace Booking Event Assistance Advisory Committee.

NEW BUSINESS

3. [55855](#) Conversation with the Mayor: Gregg McManners, Director

The committee took this agenda item out of order

MT Staff had the opportunity to meet with the newly elected Mayor Satya Rhodes-Conway. She was provided copies of the 2018 Annual Report and the Wisconsin Forward Application. The mayor showed particular interest in Monona Terrace's LEED certification, the expansion of composting efforts, and the community outreach program for employees.
1. [55850](#) Finance Committee Report

A motion was made by Richardson, seconded by Richardson, to Approve the Capital Budget Request. The motion passed by voice vote/other.
2. [55853](#) Wisconsin Forward Award Examiner Site Visit: Connie Thompson, Associate Director of Operations and Quality

On May 12, nine examiners arrived to conduct a site visit in order to verify that the application Monona Terrace turned in was an accurate reflection of the organization. Over the course of 3 days, the examiners conducted interviews, observed software demonstrations, and received tours of the building. They also made many requests for documents that would help them complete their report.

The examiners will use their findings to compile a report with scoring recommendations and submit that to a separate judging panel, who decide on the final scores. Staff is looking forward to the valuable feedback that will be shared regarding Monona Terrace's strengths and opportunities.

4. [55858](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_04-30-19.pdf](#)

2019	Budgeted	Projected
Banquets	192	165
Meetings	171	171
Conventions	31	32 + 1 pending
Conferences	25	24 + 1 tentative

Event revenue is down 2.8% and overall revenue is down 3.5% however, larger events coming later this year should help close the budget gap

5. [55860](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [april_finances.pdf](#)

April's revenue was strong, with banquets and meetings spending well over the average. The month ended with a budget surplus of \$57,000. Year-to-date the budget surplus is \$68,000.

6. [55862](#) Destination Madison First Quarter Report: Deb Archer, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

Attachments: [DM_report_2019_Q1.pdf](#)

The first quarter was slow for DM; they generated only \$37,095 in contract revenue. Fortunately, things have sped up and they are projecting to achieve 54% of their goal by the second quarter.

Recently, several new clients have chosen Madison for their events, despite tough competition with cities that have much lower hotel room rates. In one case, the client expressed that Madison was the more appealing destination because of the intimacy that could be achieved here.

Meeting planners are reacting positively to a new DM initiative, "One City. One Contract." The roll out of this program has received a lot of industry attention. DM feels that having one contract that covers a multitude of hotels will level the playing field against cities that have convention facilities with one or more

enormous hotels attached.

7. [55861](#) Director's Report: Gregg McManners, 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_05-16-19.pdf](#)

The effort to refresh and enhance Monona Terrace's brand and marketing direction is under way. The board will be kept apprised of the progress on this front.

ADJOURNMENT