



# City of Madison

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

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

---

Thursday, January 17, 2013

4:00 PM

One John Nolen Drive  
Hall of Fame Room

---

### CALL TO ORDER / ROLL CALL

Present: 14 -

Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mona Adams  
Winston; Ricardo A. Gonzalez; Susan Sabatke; Dianne Hesselbein; Mark  
Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James  
Ring; Chet Gerlach and Thomas P. Solheim

### APPROVAL OF MINUTES

A motion was made by Richardson, seconded by Winston, 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

- [28771](#) Community Events 2012 Year-End Report: Fran Puleo, Manager of  
Community and Public Relations  
  
**2012 was a great year in terms of attendance at community programs. Monona  
Terrace-produced event attendance grew by 31%. Based on survey feedback  
the drivers for this growth included word of mouth and PatronMail—an email  
service through which event reminders are sent. Strategies to increase  
attendance have yielded record-setting jumps in single event attendance:**  
  
Concert on the Rooftop = 3,492 at one concert  
Lakeside Kids = 800 at one event  
Meditation = 136 at one class  
T'ai Chi = 144 at one class  
  
Special events and activities in 2012 included The Wright Dog House exhibit  
and Monona Terrace serving as a Cooling Center for the community on several  
of the hottest days on record in July.  
  
Donations from the community for 2012 totaled \$6,214. Though work to

develop new sponsors for community programs is ongoing, community programming continues to receive support from faithful sponsors: Alliant Energy, American Family Insurance, CUNA Mutual Foundation, Dean Clinic, the Friends of Monona Terrace, MG&E, Frank Lloyd Wright@Wisconsin, GHC-SCW, Dr. Sarah Moore, Dr. Lisa Rambaldo, and the Wisconsin Architects Foundation. Multiple grants from the Madison Arts Commission and the Dane County Cultural Affairs Commission have been awarded. In addition, a new grant from the American Architecture Foundation's Accent on Architecture was awarded this year for Terrace Town 2014.

Volunteers and interns have added much value to Monona Terrace and its ability to provide community programming. The department volunteers including docents logged in 1,792 hours in 2012. Furthermore, five student interns over the course of 2012 donated 1,500 hours. These students represent UW Madison, UW Stevens Point and Madison College.

2. [28768](#)

Judge Doyle Square Hotel Feasibility Study: Gregg McManners, Director

The hotel study was performed by Johnson Consulting, a group that has done over \$8 billion in Head Quarter (HQ) hotel implementation. After completing their study they have come to the following conclusions:

1. Madison competes at a level above peers it has been compared to before; Monona Terrace is very attractive.
2. Hotel supply issues are the top reasons events bypass the city.
3. The Hilton is too small and too busy and has not served the role intended; however, it is an excellent property.
4. The meeting industry is healthy and has achieved pre-recession levels.
5. Nationally, when new hotels are added to the market, they are absorbed and help other hotels improve occupancy and ADR.
6. The Judge Doyle site allows for a correctly sized hotel with meeting space and with a good development agreement; this hotel will work in association with Monona Terrace.

Currently Madison competes at a tier above its position. Madison is special and can compete with the upper tier on demographics alone; however, it can increase this competitiveness if it can make investments to address its currently limiting conditions.

Right now there are only 1,035 hotel rooms within a 1-mile radius from Monona Terrace, which puts us at a competitive disadvantage when talking about competitive markets. Due to the lack of hotel rooms, Monona Terrace has lost larger events to better equipped destinations. According to the GMCVB the average economic impact dollars lost due to lost event business in 2010 and 2011 is \$41 million.

The study recommended a 400-500 room hotel to support Monona Terrace operations. The additional business from an additional hotel will ultimately increase the economic impact to the City of Madison. It also recommended 100 square feet of function space for every room built. The function space will act as a quasi expansion of Monona Terrace, which due to its iconic design will probably never be expanded.

The hotel is part of a larger development called Judge Doyle Square and covers a two block area, Blocks 88 & 105. A committee with oversight of the process has assembled an RFQ that will identify potential developers. The RFQ document was also reviewed by the board. Verveer noted that the timeline for development was located in the proposal. The RFQ process is intended to identify qualified developers. The next step after the RFQ is to develop an RFP, which ultimately is intended to decide on which developer has the best development plan for the City of Madison.

3. [17074](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Overall number of events was down in 2012; however, 2012 event revenue was up showing that the amount of spending per event has started to increase. Another positive trend is the up-tick in bookings for 2013.

	Budgeted	Projected
Banquets	179	219
Meetings	201	198
Conventions	27	30
Conferences	33	34

The wedding and banquet audience is being actively pursued through marketing. Along with advertising, the sales team and Monona Catering have put together package deals for wedding clients to make the whole process easier. Though à la carte options are still offered, the packages are popular and well received by clients.

4. [24060](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

November event revenue was down 8% and total operating revenues were down 10%. Expenditures were down 4%, which was good, but total revenue was \$11,000 under budget for the month. A significant expense in November was the purchase of new chairs. The expense was offset a little by the sale of the used chairs. This leaves the year-to-date total revenue at \$31,000 over budget.

Though the complete numbers are not in, the end of the year projections are that total revenue will be \$25,000 above budget.

5. [28249](#) Director's Report: Gregg McManners, Director  
A. Board Report

A thank you was extended to all the board members who managed to attend the Client Appreciation Party in December. The clients who attended gave rave reviews of the event.

We will be having guest speakers at several of the upcoming board meetings, including Peter Rott and Tony Puttnam from Isthmus Architecture in February and Brad Livingston from the Dane County Airport in March.

6. [26335](#) Announcements from the Chair: Glenn Krieg, Chair

There were no announcements.

**ADJOURNMENT**

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