



City of Madison

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

Meeting Minutes - Approved ROOM TAX COMMISSION

Friday, May 29, 2020

4:00 PM

****Virtual Meeting****

The City of Madison is holding this Room Tax Commission meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

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1. **Written Comments:** You can send comments on agenda items to finance@cityofmadison.com.
2. **Register but Do Not Speak:** You can register your support or opposition to an agenda item at <https://www.cityofmadison.com/MeetingRegistration>.
3. **Register to Speak or to Answer Questions:** If you wish to speak at the virtual meeting on an agenda item, you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.
4. **Watch the Meeting:** You can call-in or watch the Room Tax Commission meeting in several ways:
 - **Livestream on the Madison City Channel website**
<https://media.cityofmadison.com/mediasite/showcase>
 - **Livestream on the City of Madison YouTube channel**
<https://www.youtube.com/user/CityofMadison>
 - **Television:** Watch live on Spectrum channel 994 and AT&T U-Verse channel 99
 - **Listen to audio via phone:** (877) 853-5257 (Toll Free) Webinar ID: 968 0402 1997

This meeting was recorded by City Channel. It can be viewed at
<https://media.cityofmadison.com/Mediasite/Showcase/madison-city-channel/Presentation/718a2ec357b548e5ba3ddfddec0d9aa751d>

CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:00 PM.

Present: Michael Verveer, Sheri Carter, Thomas Ziarnik, Sally Miley, Glenn Krieg
Excused: Sylvia Moss

APPROVAL OF MINUTES

Approval of Minutes was not taken up.

PUBLIC COMMENT

There were 19 registrants for public comment. They have been noted in the

agenda item they commented on.

DISCLOSURES AND RECUSALS

Sally Miley - Madison Opera Board of Trustees
Ald. Sheri Carter - Destination Madison
Glenn Krieg - Monona Terrace Community and Convention Center Board
Thomas J. Ziarnik - Monona Terrace Event Assistance Committee
Ald. Michael Verveer - Monona Terrace Community and Convention Center
and Overture Center Foundation Board of Directors.

DISCUSSION ITEMS

1. [60607](#) Discussion with Mayor Satya Rhodes-Conway

Mayor Rhodes-Conway spoke about challenges facing the city and the economy due to COVID-19. Alder Mike Verveer asked about the City's fund balance and allocation of State of Wisconsin "Routes to Recovery" funding to the city.

2. [60608](#) Presentation by Major Recipients of Room Tax Commission Funds

Attachments:

[DestinationMadison.RoomTaxCommission.052820.1.pdf](#)
[Overture Room Tax Presentation - 5.29.2020.pdf](#)
[Room Tax Commission Meeting 5-29-2020-3 -- Monona Terrace.pdf](#)
[Room tax for Arts 2020 APedits -- 5-29-2020.pdf](#)
[City of Madison -- Landgraf.pdf](#)
[City of Madison Room Tax Commission Letter of Support -- Zaroni.pdf](#)
[FW City of Madison Room Tax Commission -- Birkel.msg](#)
[Letter from Destination Madison Executive Committee to Room Tax Commis:](#)
[Room Tax Commission -- Reese.msg](#)
[Room Tax Commission Letter -- Harless.pdf](#)
[Room Tax Commission Supporter Letter -- Jamieson.pdf](#)
[Room Tax Commission Supporter Letter -- Luckett.pdf](#)
[Room Tax Commission Supporter Letter -- Yakimicki Guimond.pdf](#)
[Room Tax Commission Supporter Letter--Brewer Stouffer.pdf](#)
[Room Tax Commission Support for Destination Madison -- Hampton Inn Doy](#)
[Room Tax Commission Support for Destination Madison -- Mattsson-Boze.p](#)
[RTC -- Bracken.pdf](#)
[Supporting Destination Madison to the fullest extent possible.msg](#)
[Room Tax Commission Supporter Letter -- NCG.pdf](#)
[Eggen Letter to the Room Tax Commission - 20200529.pdf](#)
[support for Destination Madison.pdf](#)

Commission members asked various questions of presenters, including changes to arts programs (e.g., virtual formats); reductions made in organization budgets; changes in Monona Terrace events; importance of respective organizations to cultural, convention and tourism events in the city and the associated economic impacts; and loss of institutional knowledge and skill sets to aid recovery due to layoffs and furloughs.

Public Comments came from the following:

DEBORAH T ARCHER
1722 Ludden Drive
Cross Plains WI 53528
Neither support nor
oppose

GREG FRANK
5 Wallingford Circle
Madison WI 53717
Neither support nor
oppose

CHRIS VOGEL
201 N Blair St 203
Madison WI 53703
Support Yes, I want to speak.

JENNIFER UPHOFF GRAY
5042 Marathon Drive
Madison WI 53705
Support

BETTY HARRIS CUSTER
14 Pinehurst Circle
Madison WI 53717
Neither support nor
oppose

DEB ARCHER
1722 Ludden Dr
Cross Plains WI 53528
Neither support nor
oppose

DIANE MORGENTHALER
22 E. Mifflin St.
Madison WI 53703
Neither support nor
oppose

STEPHEN ZANONI
138 Larkin St
Madison WI 53705
Support

CELIA KLEHR
933 N. Fair Oaks
Madison WI 53714
Support

CLARE A HADEN
534 Margaret Ct.

SUN PRAIRIE WI 53590
Support

CHARLES FORD
3112 Oxford Rd
Madison WI 53705
Support

JOANNE C CHALHOUB
3826 Orin Road
Madison WI 53704
Support

SAMARA SAFARIK
104 Holiday Ct
Verona WI 53593
Support

ROZAN ANDERSON
3456 John Muir Dr
Middleton WI 53562
Support

PABLO SANCHEZ
125 South Owen Drive
Madison WI 53705
Support

3. [60609](#) 2019 Financial Performance and 2020 Economic and Fiscal Outlook

Attachments: [Room Tax Commission -- 5-29-2020.pdf](#)

See attachment.

4. [60610](#) Briefing on Legal Issues

Attachments: [GMCVB-City CONTRACT Final 2 10-6-17.pdf](#)
[Annual Performance Contract 2020.pdf](#)

See attachment.

5. [60611](#) Options for Balancing 2020 Revenues and Expenditures

The following topics were discussed:

Alder Verveer – timing of decisions; allocation of city general fund to assist programs.

Alder Sheri Carter – timing of decisions.

Commission Member Ziarnik – hotels are laying off employees; city needs to consider different operating model for Monona Terrace; room tax reduction from budget may be greater than 50%.

Commission Member Krieg -- ten years of data on allocation of room taxes.

Public comment from the following:

CHARLIE EGGEN
717 Orion Trail
Madison WI 53718
Support

ACTION ITEM

6. [60612](#) Amending the 2020 Adopted Room Tax Commission Budget

Attachments: [Monona Terrace Community & Convention Center.pdf](#)
[Monona Terrace Funding.pdf](#)
[Monona Terrace Room Tax.pdf](#)
[Monona Terrace.pdf](#)
[Monona Terrace Room Tax -- Blanc -- 6-30-2020.pdf](#)
[Tax Commission - Monona Terrace signed -- Dill--7-1-2020.jpeg](#)
[Monona Terrace letter 2020 -- Oleson -- 6-24-2020 .pdf](#)
[Room Tax Commission letter -- Gregg -- 6-27-2020.pdf](#)
[Monona Terrace Room Tax Letter -- Bailey -- 7-6-2020.pdf](#)
[DestinationMadison.RoomTaxCommission.070720.pdf](#)
[Monona Terrace letter 2020 -- Johnson -- 7-6-2020.pdf](#)
[Monona Terrace letter -- Richardson -- 7-6-2020.pdf](#)
[FW continuing to make an investment in Monona Terrace!.msg](#)
[FW Dane Dances Letter of Support for Monona Terrace.msg](#)
[FW Request to Maintain Room Tax Funding for Monona Terrace.msg](#)
[FW Letter of support Monona Terrace Community and Convention Center.ms](#)
[RoomTax MTCC Director-Letter.pdf](#)
[RoomTax MTCC ExecCom-Letter.pdf](#)
[RoomTax MTCCRevised-Presentation.pdf](#)
[Room Tax Motion -- Amending 2020 Adopted Budget -- ADOPTED -- 7-7-2020](#)

Commission members agreed to hold another meeting to make decisions on 2020 room tax allocations in response to COVID-19 economic impacts

ADJOURNMENT

A motion was made by Carter, seconded by Krieg, to Adjourn at 7:17 PM . The motion passed by voice vote