



City of Madison

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

Thursday, April 16, 2009

4:30 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 7 -

Warren E. Onken; Ann E. Kovich; Mark M. Opitz; William DiCarlo; Anne Katz; Thomas J. Ziarnik and Judy Sidran

Excused: 7 -

Sheridan A. Glen; Jeffrey B. Bartell; Mona Adams Winston; Henry S. Lufler, Jr.; Glenn R. Krieg; M. Alice O'Connor and Wayne Bigelow

APPROVAL OF MINUTES

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

PUBLIC COMMENT

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

REPORTS

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

The first quarter business reflected the troubled economy:

- Contracts have been signed for two conventions and one conference; the goal for 2009 is a total of 42 contracts (30 conventions, 12 conferences).
- Four contracts are pending year-to-date, totaling \$146,000+ in contract revenue.
- Total lead prospects for the first quarter are excellent at 75 year-to-date, the highest amount of first quarter leads in six years; there were 40 Monona Terrace leads.
- The direct spending impact for confirmed events is approximately \$4,900,000.
- First quarter publicity value is \$41,000, and the annual goal totals \$500,000.
- The GMCVB is working hard on attracting additional biotech business, and the excellent health care that is available in Madison is also a strong market. Meetings will be held with staff from local hospitals to discuss the possibility of partnering on promoting Madison as a health care destination (health care is one of one of top ten reasons people travel to the Madison area).
- Staff members from the GMCVB and Monona Terrace will meet on May 15 to discuss Best Practices.

2. [14290](#) Election of Officers - Bill Di Carlo, Chair, Nominating Committee
- Mr. DiCarlo presented the slate:
- Ann Kovich - Chair
Mona Adams Winston - Vice Chair
Glenn Krieg - Secretary
- Mr. DiCarlo made a motion to accept the slate as presented, seconded by Mr. Onken. The motion was approved by voice vote / other.
3. [14291](#) Finance Report - Kathi Hurtgen, Director of Finance
- Revenues for the month of March were +8%, year-to-date revenues were -2%. Expenditures were -5% for the month, -6% year-to-date. Revenue over expenditures for the month were +\$53,000, +84,000 year-to-date. Expenses were less because overtime is being carefully monitored, there was less snow than normal this winter, and electricity costs were lower.
4. [14292](#) 2009 Booking Pace Update - Bill Zeinemann, Director of Marketing and Events
- Monona Terrace has experienced some event cancellations due to the economy, and deposits have been retained when appropriate; revenues from those events would have totaled \$213,000.
 - Weddings are holding steady at 113, and four weddings have cancelled which is very unusual.
 - There are 28 conventions on the books, equaling the forecasted number, and 33 conferences (40 were budgeted); three conferences are holding space.
 - Year-end revenues are projected to be -5.5% when compared to budget.
 - The sales staff is working hard to book additional business.
 - Ms. Lemke, Director of Monona Catering, reported their projected revenue for 2009 is \$6,100,000, and added that because of the weak economy, this would be \$800,000 less than 2008 revenues.
5. [11917](#) Director's Report - Jim Hess, Director
- Board Report: There were no questions on the Board Report.
 - Hotel Update: Conversations between Marcus Hotels and the City of Madison are still progressing. The Monona Terrace Board may be asked for a support statement regarding the hotel.
 - High-speed rail for the region is becoming more of a possibility with Madison being mentioned as a stop in the rail corridor. The State prefers that the station would be located at the airport rather than in the downtown area. If high-speed does become a reality, commuter rail may also. Board members indicated an interest in further discussion about this topic at a future meeting.
 - Chicago is in the running to be awarded the 2016 Olympic Games. If that occurs, the cycling events may take place in Wisconsin; site selection will take place in October. Board members also want to discuss this in greater detail at a future meeting.

6. [14293](#) Announcements from the Chair - Ann Kovich, Chair
- Ms. Kovich expressed her thanks for the vote of confidence she received by being re-elected as Chair of the Monona Terrace Board.
 - The May 21 Board meeting might be cancelled.
7. [14294](#) Tour of Lake Vista Cafe (weather permitting) - Jim Hess, Director

ADJOURNMENT

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