



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, September 19, 2024

4:00 PM

One John Nolen Drive
Lecture Hall

CALL TO ORDER / ROLL CALL

- Present:** 9 - Cathleen A. Dettman; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Adam Heffron; Judith F. Karofsky; Eric A. Rottier; James Ring and Steven M. Peters
- Excused:** 5 - Michael E. Verveer; Andrea R. Nilsen; Elizabeth Doyle; Glenn R. Krieg and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

1. [85198](#) 3 mins per person.

DISCLOSURES AND RECUSALS

Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center.

PRESENTATIONS

2. [85201](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

The resident sentiment survey was completed with 1,800 responses across all sectors of the population. They are running a special tourism campaign in Chicago for Madison. They are also happy to report that they received 2 RFPs from the familiarization (FAM) tour where Monona Terrace hosted the group's breakfast.

Overall hotel occupancy is down a little in August while average daily rate is a little up over 2023. Downtown occupancy is higher and ADR is fairly flat to last year at this time.

Destination Madison Sales team has achieved 80% of their Monona Terrace goal for Priority One events, only 12.5% for Priority Two events, and 40% of their goal for repeat conventions and conferences.

REPORTS

3. [85203](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services
- Event revenue is projected to be \$4.572M verses a budget of \$4.012M. This is 12% up and it doesn't even include any other events that may get booked before year end.

	Projected	Budgeted
Banquets	169	187
Meet	115	111
Conference	25	20
Convention	28	27

4. [85205](#) Finance Report: Jeff Boyd, Business Manager

August revenue was higher than budget, and actual expenses were under budget. The revenue was boosted by two large events. This brings total revenue to \$425,000 higher than budgeted year to date. The expenses are anticipated to be up in September due to hourly staff needed to keep up with the events, and equipment rental costs for some of our larger events. The cost is slightly offset by salary savings from some currently open positions. The average spend per convention has increased to \$90,000 this year. When forecasting, staff use historical averages to determine revenues.

5. [85206](#) Director's Report: Connie Thompson, 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

Staff continues to gather data for the LEED application. They are working with Leonardo Academy a consultant that specializes in this type of application.

The Room Tax meeting was held at Monona Terrace and staff presented the 2025 budget request to the commissioners. At the next meeting the commissioners will vote on fund allocation. The room tax collection has increased during the third quarter.

The Wisconsin State DOA will start resurfacing the parking ramp and will work until the weather is too cold for the resurfacing product.

The east dock sump pump came in and was installed to replace the broken one. The west dock pump should be and installed before end of the month.

Ad agency Heibing is working on the wedding testimonial video.

Two new guest services attendants, an hourly operations worker, a full-time operations worker, a gardener and a maintenance mechanic were hired.

ADJOURNMENT

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