



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, May 15, 2014

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 12 -

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

Excused: 1 -

Mark J. Richardson

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [34031](#) 2013 Economic Impact Report

Baker Tilly representatives were on hand to explain the latest economic impact report, its formulas and how they came to their conclusions in the report. They explained that the data driver they have been using since 2010 is based on surveys completed by Monona Terrace convention and conference attendees. The data from the surveys was utilized to calculate the average amount spent per attendee, peak room nights and average length of conferences. Using this information along with the actual amount spent at Monona Terrace they can calculate the economic impact of the conventions and conferences as a whole on the Madison area. Baker Tilly assured the board that the macro-economic calculations of this report are sound. It is important to note that the economic impact calculated does not include all events at Monona Terrace, nor does it include the significant impact that Monona Terrace's spending and payroll has on the economy. It was suggested that new methods are now available to look at Monona Terrace's total economic impact and it might be worth evaluating its

merits.

2. [34032](#) GMCVB First Quarter Report: Dianne Morganthaler, Vice President of Marketing & Strategic Planning and Rebecca Ramsey, Director of Sales
- Contract revenue for the first quarter totaled \$186,002. This is 26.6% of goal for 2014. This is an increase compared to past years. This increase is attributed to the GMCVB having a fully staffed sales team along with several contracts that rolled over from 2013. The room nights for the first quarter are down at 9,554 (9.14% of goal). Of note, Ironman 2015 room nights were not included in the first quarter figures, though contract revenue was. Ironman will add 6,720 room nights. Additionally, there is \$48,254 in pending contracts with 770 room nights.

Hotel occupancy was flat, averaging 55.7%, however the average daily rate was up 5.9%. The numbers were affected by the Concourse closing rooms for renovation while increasing rates to make up for the room closures.

The GMCVB met with developers and city staff at committee meetings and public sessions for the Judge Doyle Square project. They also had a good meeting regarding a 3-city alliance with Spokane and Providence. These two cities are also University towns and Providence is a state capital. They host very similar events to Madison and an alliance would be beneficial for all 3 cities.

3. [34029](#) Adoption of Monona Terrace Behavior Policy: Gregg, McManners, Director
- A motion was made by Richardson, seconded by Gerlach, to Approve. The motion passed by voice vote/other.

4. [34035](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services
- Overall revenue is over projections by 3.6%. At this pace, revenue may be over projections in the amount of 160,000-180,000 by year-end.

2014	Projected	Budgeted
Banquet	209	215
Meetings	212	192
Convention	28*	27
Conference	25*	30

* this includes one tentative contract

2015 has 28 conferences and 26 conventions booked with 4 tentative convention contracts out.

5. [34034](#) Finance Report: Gregg McManners, Director
- April had 60 events of a budgeted 57. The operating revenues were up 26%. With the increase in business, expenses were also over by 9%. The month ended with revenue over by \$20,000. Year-to-date revenue is over by \$42,000 and, notably, the reserve is still untouched.

6. [34033](#) Director's Report: Gregg McManners

A. Board Report

The board had no questions or comments on this report.

B. Reports Required by the Monona Terrace Agreement

1. Joint Services with the Alliant Energy Center Report

2. Small Business and Employment Opportunities Report

A motion was made by Gonzalez, seconded by O'Connor, to Approve the Joint Services & the Small Business Report. The motion passed by voice vote/other.

C. 2013 Annual Report

The Annual Report was distributed to the board for review. The report will be sent out electronically to a large audience including government officials, businesses and patrons. It will also be made available on the website.

The board decided to host the July board meeting this year. Typically this meeting has been cancelled due to schedule conflicts but there are so many ongoing board issues the chair felt the meeting should be held.

7. [34038](#)

Announcements from the Chair: Glenn Krieg, Chair

None.

ADJOURNMENT

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