



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, February 16, 2023

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 11 - Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Alex Joers; Adam Heffron; Glenn R. Krieg; Eric A. Rottier; James Ring and Steven M. Peters
Excused: 3 - Jane Richardson; Judith F. Karofsky and Angela Bozo

APPROVAL OF MINUTES

A motion was made by Peters, seconded by M. Richardson, to Approve the Minutes. The motion passed unanimously.

PUBLIC COMMENT

1. [76090](#) 3 mins. per person

None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Mike Verveer is also a members of the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors and manages the Brookfield Conference Center

NEW BUSINESS

2. [76081](#) Introducing new board member, Adam Heffron, Executive Director, Alliant Energy Center: Jim Ring, Vice Chair

The board welcomed new board member Adam Heffron, appointed by County Executive Joe Parisi. Historically, the director of the Alliant Energy center has been appointed to serve on the Monona Terrace Board.
3. [76092](#) Destination Madison Contract Amendment: Connie Thompson, Director

Attachments: [74964 Amendment.pdf](#)
[74964-resolution.pdf](#)

A motion was made by Peters, seconded by Richardson, to approve the contract amendment. The motion passed unanimously.

4. [76098](#)

Finance Committee Recommendation/Report: Glenn Krieg, Committee Chair
A. 2024 Base Room Rental Fees and 2024 Guest Price list for Equipment and Services

Attachments: [2024_Equipment_Services.pdf](#)
[2024_Base_RoomRental_Fees.pdf](#)

A motion was made by Nilsen, seconded by Heffron, to Approve the 2024 Base Room Rental Fees and 2024 Guest Price list for Equipment and Services. The motion passed unanimously.

REPORTS

5. [76100](#)

Lake Monona Waterfront Ad Hoc Committee Update: Alder Mike Verveer

January 26 was the big reveal of three design proposals, three world-class firms. Each of their designs accommodate a potential expansion of Monona Terrace. Now the committee is tasked to score each proposal, recommend one of the firms to city staff and policy makers. Since the city purchased each of the design plans the chosen firm can use the best ideas from each of the designs for the final plan.

There is a public survey for feedback on the three plans. It closes March 23. Then in April the committee plans to make a recommendation. The selected firm will work with the committee on a final plan. It should be ready for presentation to the city in August.

There are no precise cost figures attached to any of the plans at this time. That will start after a firm is designated.

The first phase of construction will be relatively soon because the John Nolen Drive causeway project is already on the books for 2025-2026. The work will span E. Olin Ave to Broom St. Funding for the bridge construction was secured through the Federal and State governments. The design firm's recommendations, such as, expanding the shoreline, green space, and increasing lake access along the route, will be funded thru City general obligation borrowing.

The second phase is undetermined; however, the city may decide to take advantage of an easement the city purchased from the McGrath property group to utilize the fire lane of the 151 E. Wilson St. building. This could be developed as pedestrian/bike path connecting King St. to Law Park.

Funding future phases will require cooperation of public and private entities. The Friends of Nolen Waterfront have been and will continue to be vital in raising private funds to see this project move forward. Budget and buy-in from the community will heavily influence the speed at which the project moves.

6. [76102](#)

Monona Catering year-end review: Wendy Brown-Haddock, General Manager, Monona Catering

2022 may have started slow, but it was very busy by March and continued to remain so through the end of the year. This can be seen in the revenue which was 252% above 2021. The increase in workload was successfully navigated despite the labor shortage. In order to concentrate on catering event, Lake Vista Café remained close for the summer season.

7. [76104](#)

Business Office preliminary year-end financial report: Jeff Boyd, Business Manager

December event revenue was nearly 50% up from budget. This was due to 18 banquets that spent an average of \$7,800 each. Expenses ended up over budget resulting in a deficit of \$40,000.

2022 ended with revenue 5% over budget and expenses almost on target, approximately 1% over. Therefore, year-end revenue shows a surplus of \$91,000. As a reminder: These numbers are preliminary due to the allowance for backdated expenses through Feb 24.

Contributing to the surplus was 24 conventions, which spent an average of \$68,000 per event. The expenses in wages & benefits were up due to needing extra hourly A.V. & operations stagehand labor to keep up with events. Overall 2022 was a good year. It may not be back to pre-pandemic levels, but things are heading in the right direction.

8. [76106](#)

Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_01-31-23.pdf](#)

Event numbers for 2023 are tracking very closely to the budget.

	Budgeted	Projected
Banquet	180	190
Meetings	120	125
Conventions	23	30 (26 signed/1 pending/3 tentative)
Conferences	23	17

Event revenue was budgeted at \$3.606M, but projections are showing \$3.658M. Overall revenue was budgeted at \$3.897M, but projections show \$3.965M. This year's booking pattern is different too. Historically, the year has more events booked in the back half; however, this year bookings have been solid right out of the gate.

9. [76107](#)

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

Attachments: [arpt 02-16-23.pdf](#)

Staff is consulting with Rebecca Ryan, Economist and Futurist to do some future planning. She has recommended getting feedback from a wide range of stakeholders using a survey. The next step will be forming a smaller work group to meet in person over 2-days. The in person group would include some board members, city staff, the Mayor, DMI, Destination Madison and other Community representatives. After future planning work is complete it will inform the strategic planning that will be done later this year.

Staff continues to work on the Annual Report. Additionally, a second application was submitted for the Wisconsin Public Service Commission Energy Innovation Grant. The energy saving projects proposed in the application were for another energy efficient chiller, LED lighting upgrades and digital HVAC controls. The plan is to continue applying for this grant in order to replace all of the old chillers with energy efficient ones.

City HR has implemented initiatives to make the city hourly positions more competitive. These include, raising the hourly wage through a hiring bonus, and offering a retention bonus to current hourly workers and those who return seasonally.

The facility maintenance worker hired in December has left for an out of state job, as the cost of living, especially housing in Madison was an obstacle. Maintenance will be hiring for this position shortly.

Staff will be sending talking points to the board regarding the waterfront project and the Monona Terrace expansion.

Air wall installations are complete in the Ballroom and Exhibition Hall. However, a punch list is being worked on.

10. [76108](#)

Announcement from the Vice Chair: Jim Ring, Vice Chair
A. Nominating Committee will meet in March

ADJOURNMENT

A motion was made by Joers, seconded by Rottier, to Adjourn. The motion passed unanimously.