



# City of Madison

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

## Meeting Minutes - Amended 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?*

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Thursday, August 17, 2023

4:00 PM

22 E. Mifflin St.  
Second floor  
Capitol View Room

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### CALL TO ORDER / ROLL CALL

**Present:** 11 - Jane Richardson; Michael E. Verveer; David A. Aguayo; Mark J. Richardson; Aureliano Montes; Alex Joers; Adam Heffron; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and Angela Bozo

**Excused:** 3 - Andrea R. Nilsen; James Ring and Steven M. Peters

### APPROVAL OF MINUTES

A motion was made by J. Richardson, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

1. [79233](#) 3 mins. per person  
  
None.

### DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission. Angela Bozo and Mike Verveer are 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.

### PRESENTATIONS

2. [79234](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

**Attachments:** [2023-08-17\\_DM\\_rpt.pdf](#)

Tourism Economics reported the return on investment generated by Destination Madison's group sales efforts drive \$24 in visitor spending for every \$1 invested. Leisure marketing creates \$22 in for every \$1. The board would be interested in comparing these results to other similarly situated

CVBs.

Ticket proceeds from the upcoming 50th anniversary celebration will be directed to the Destination Madison Foundation and a new print piece has been designed for visitors. The piece is image heavy and features local artists.

Convention sales has had an uptick this quarter. There is \$63,388 in pending and recently confirmed business revenue for Monona Terrace. Sales identified 426 P1/P2 prospects with 29 that are classified as DEI (diversity, equity and inclusion).

CrossFit chose not to return next year. Sales staff is implementing several strategies to fill the hole in the calendar. In addition, Lemans is looking to move to Milwaukee as they are outgrowing the space and their event date preferences are not available.

In industry news, nationally the data shows 2024 is lagging 40-50% by 2019 standards in hotel room nights and space booking. Locally, hotel occupancy continues to rise towards 2019 levels, while room rates continue at or above 2019 rates.

**NEW BUSINESS**

3. [79235](#) Finance Committee Report and 2024 Operations Budget Approval: Glenn Krieg, Subcommittee Chair

**Attachments:** [2024 OperatingBudget.pdf](#)

A motion was made by Joers, seconded by M. Richardson, to Approve the 2023 Operating Budget request. The motion passed by voice vote/other.

4. [79236](#) Cellco Partnership d/b/a Verizon Wireless License Agreement: Connie Thompson, Director

**Attachments:** [Monona Terrace - Verizon VZW 8.17.23.pdf](#)

A motion was made by M. Richardson, seconded by J. Richardson, to Approve the contract for signature. The motion passed by voice vote/other.

**REPORTS**

5. [79245](#) Lake Monona Waterfront Ad Hoc Committee Update: Judy Karofsky, Committee Member, Chair

At a recent committee meeting they decided to take a walking tour of the entire 1.7 miles of lakeshore. This was very helpful in allowing the members to visualize the plans that Sasaki has drawn up. On the east side of Monona Terrace, they will be utilizing the easement between 151 E. Wilson and the Marina Condos as a way to connect pedestrian and bike traffic to the lakeshore. At the shore they are proposing a ledge with steps, a ramp and an elevator. There are plans to build apartments were the SWIB building stands. The apartment building would have a pass through so you could walk from

Wilson St. to the lakeside. On the west side of Monona Terrace they are planning an underpass for bikes and pedestrians from North Shore Dr. to the lake, doing this will require raising the causeway. In the plans there is some demarcation indicating the potential Monona Terrace expansion. There are detractors that don't like the ledge idea or the expansion because it will block their views of the lake. The chair would be willing to take anyone on the board who is interested on a walking tour to help them visualize the plans. Next week the Ad Hoc committee makes its final decision.

6. [79246](#)

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

**Attachments:** [bkpc\\_2023.pdf](#)

	Projected	Budgeted
Banquets	187	180
Meetings	130	120
Conventions	27	25
Conferences	29	23

Sales staff continues to work with Destination Madison to implement the booking optimization. Monona Terrace is set to have 555 events this year versus a budget of 524. This is with 5% of what staff speculated. Yearend revenue should be approximately 13% higher than projections.

7. [79249](#)

Finance Report: Jeff Boyd, Business Manager

**Attachments:** [fin\\_6-30-23.pdf](#)  
[fin\\_7-31-23.pdf](#)

June was a good month that ended up with 4 conventions versus a budget of 3 and increased event revenue. July's revenue was closer to budget. With both months having underspent expenses, the year-to-date total revenue is a surplus of \$445,000.

8. [79250](#)

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:** [rpt\\_08-17-23.pdf](#)

Monona Terrace presented the operating budget to the Mayor. As an enterprise agency there was no mandatory 5% cut to the budget. Staff is preparing for the Room Tax Commission meeting next Monday.

Staff is preparing for the upcoming renovation. The carpet was purchased and is in production. There are a few logistics to work out for delivery timing. All of

the beehive domes that cover the lights on the rooftop and outside Monona Terrace are in need of replacement and there are only two known vendors. One in California and one in England. Costs have risen on a lot of the projects and staff has had to reduce the scope of projects to stay within budget.

Wisconsin DOA and the contractors for the parking ramp are still behind schedule; however, they plan to move out of the ramp for Ironman, then back in to finish up the work. The final phase, recoating, will have to wait until spring, due to temperatures.

Air walls issues in the exhibition hall have been fixed and once the ballroom gets a section of track replaced all of the known air wall problems will be resolved.

There has been some staff shuffling, some taking internal promotions, others opting for better hours in different city departments. A few open positions are still in the recruitment stage.

This holiday season the Gift Shop will be the only retail store carrying the Capitol Ornament, celebrating Concerts on the Square.

9. [79253](#)

Announcement from the Chair: Judy Karofsky, Chair  
A. Client Appreciation Event (8/23/23)

Please RSVP for the Summer Soiree August 23, if you have not yet.

#### ADJOURNMENT

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