



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?*

Thursday, January 18, 2024

4:00 PM

One John Nolen Drive
Ballroom B

CALL TO ORDER / ROLL CALL

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

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [81546](#) 3 mins. per person.

None.

DISCLOSURES AND RECUSALS

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

PRESENTATIONS

2. [81550](#) Destination Madison Report: Ellie Westman-Chin, President CEO Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

2023 was year two of a three-year strategic plan. They booked over 115,000 room nights and significantly increased their website/ social media engagement. For 2024 they plan on conducting a resident sentiment survey as well as hire a place maker position. The position will be split 50/50 with Downtown Madison Inc. Since the two organizations align with regards to placemaking, will be a good collaboration.

In the last quarter of 2023, \$176,243 in contract revenue for Monona Terrace

was confirmed. Downtown hotel room occupancy did drop over the last quarter, however average daily rate stayed above or equal to 2022, through November.

REPORTS

3. [81551](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_11-30-23.pdf](#)
[bkpc_12-31-23.pdf](#)

2024	Projected
Banquets	184
Meetings	133
Conferences	21 + 2 tentative
Conventions	24 +1 pending and 4 tentative

Last year at this time we were working with 46 conferences and conventions. This year we are working with 52 which is a good sign.

4. [81552](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin_11-30-23.pdf](#)

November was a good revenue month. Although payroll was high due to IATSE union's retro pay and the number of labor-intensive events, the month still ended \$57,000 to the good. Going into December, the revenue surplus is \$849,000. December revenue, is looking good. Year-end event revenue is projected at \$4.7M. There were 8 new conventions in 2023 that spent far more than historical averages would have accounted for, which explains the budget variance. December and 2023 year-end numbers will be shared at the February 15 board meeting.

5. [81553](#) 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_01-18-24.pdf](#)

The renovation will continue through January 26, carpet is nearly complete on level 4, with the exception of the Lecture Hall which is half completed. They are focusing on the level 2 carpet now. Several other projects like installation of the new heater panels and the painting of the dome in the East Rotunda are completed. AV has been rewiring cables on level 1.

The gift shop holiday sale did incredibly well this year, usually averaging

\$7,000 over the 4 weekends, this year it was \$12,000. Management attributes the 42% increase to the excellent sales staff.

The event services manager Meg Statz is retiring after 23 years. The job was posted and out of 20 applicants, only 7 completed the mandatory supplemental questions. Three were interviewed. One was eminently qualified for the job and has accepted the position. Meg will have nearly 90 days to train the new employee. Sales is losing the meetings and short-term events manager, Amanda Wilkins, because she is moving to Northern Wisconsin due to her husband's work. She will be greatly missed.

The Madison Arts Commission is partnering with Monona Terrace this summer to curate the sculptures on the rooftop exhibit.

6. [81554](#)

Announcement from the Chair: Judy Karofsky, Chair

A. Finance Committee will need to meet before the February 15 board meeting

The Lake Monona Waterfront plan will be presented for introduction at the next Common Council meeting. This board will be asked to vote on it at the February 15 board meeting. It is important that the board continue to focus on the potential expansion of Monona Terrace to prevent it from being overlooked.

The chair is planning an event at Monona Terrace, for a private non-profit she's involved in. The experience with staff from both Monona Terrace and Monona Catering has been excellent and she recommends all board members could plan an event here if they want a good understanding of how things work.

The board's Finance Committee will need to meet prior to the February 15 board meeting.

ADJOURNMENT

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