



City of Madison

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

Meeting Minutes - Draft 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, March 21, 2024

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; Aureliano Montes; Andrea R. Nilsen; Elizabeth Doyle; Adam Heffron; Judith F. Karofsky; Eric A. Rottier; James Ring and Steven M. Peters
Excused: 4 - David A. Aguayo; Mark J. Richardson; Glenn R. Krieg and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

1. [82516](#) 3 mins. per person

DISCLOSURES AND RECUSALS

Mike Verveer is a member of the Room Tax Commission and 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. [82518](#) Monona Terrace New Staff Introduction: Bill Zeinemann, Associate Director Marketing and Event Services

Jeanne Pluemer was introduced as the Event Services Manager to be replacing Meg Statz who is retiring after 23 years. The position has been double filled in order to allow for as much training time as possible. The board warmly welcomed Jeanne.

NEW BUSINESS

3. [82520](#) Nominating Committee Recommendation of Slate of Officers for vote in April:

Jane Richardson, Subcommittee Chair

The Chair of the Nominating Committee reported that they will be recommending the current slate of officers to serve for another year. The slate, Judy Karofsky, Chair. Jim Ring, Vice Chair, and Andrea Nilsen, Secretary have all indicated willingness to serve again. The slate will be presented for vote at the April meeting. The chair wanted to note that of the current board members, four of them are ineligible to serve as officers, either because they are alternates (2) or they serve on the City Council (1) or County Board (1).

REPORTS

4. [82521](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_02-29-24.pdf](#)

Event numbers are shaping up for the year.

	Projected	Budgeted
Conventions	28	27
Conferences	20	24

In 2023 there were 46 combined conventions and conferences, this year is projecting 48.

	Projected	Budgeted
Banquets	178	187

The reason banquets are lagging is a positive one. It is because the calendar is filled up with bigger conventions and conferences.

	Projected	Budgeted
Meetings	115	115

Revenue is down about 2% compared to budget, however if events continue to spend more, the difference will be made up throughout the year. Building revenue is projected to be \$3.934M verses a budget of \$4M.

5. [82523](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [fin_01-31-24.pdf](#)
[fin_02-29-24.pdf](#)

The building was scheduled for a renovation and therefore closed for most of January. The few events that were held had lower than anticipated expenditures. In addition, there were several higher annual expenses like health insurance. The month ended in a deficit of \$20,000.

February revenue made up for January's deficit, even with higher than anticipated salary expenses. This is due to not having hourly staff and requiring stagehands to cover. Recently, managers offered hourly set up and custodial positions to 10 qualified candidates. This will build up the hourly pool which will reduce the salary expenses in the future. Fortunately, with meetings spending higher than projected, the month still ended with a surplus of

\$83,000.

The trend continues with higher banquet and meeting spending. Clients are willing to spend more to receive higher value service, however, room rental pricing is kept reasonable so that it does not create a barrier to entry. Destination Madison has noted that nationally, there is strong competition for conferences and convention business. Many new and newly expanded centers are snapping up event business making it challenging to get new events in the door.

6. [82524](#)

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_03-21-24.pdf](#)

Offers were made to fill 5 setup and 5 custodial hourly positions. Hourly staff often are promoted to fulltime positions as they open, and therefore the hourly pool requires refilling.

Management staff attended a recent training by the Madison Police department regarding how to react in Active Shooter scenarios. The language regarding this has changed from Run/ Hide/ Fight to Avoid/ Deny/ Defend. Staff will require another training on this topic.

The last of the new carpet will be installed next week in Lakeside Commons completing the renovation carpet project.

Rotary Ethics Symposium, is an annual event for high school juniors, drawing about 200 kids. Ethical dilemmas are presented and a framework for decision making is used to help the kids work through the problems. They use most of level 4 and the event last half a day. The symposium is unique to the Madison area Rotary Club, but they are looking to expand it. Associate Director Zeinemann volunteers at this event.

Mandy Scamardo was hired for the open sales manager position and will be starting April 1.

Tourism Economics 2023 economic impact report is complete, and they will be presenting to the board in April. In May, HVS will be returning to present the most current findings regarding the expansion study they did in 2019.

Sculptures for the rooftop garden have been selected by Madison Arts Commission (MAC). Terrace Staff worked closely with the Planning Community & Economic Development staff, reviewing the applicants and their work. Terrace staff narrowed it down and then MAC made the final selections. It's been a great experience working with MAC, they have a wider reach and get a great result when making a call for artists.

ADJOURNMENT

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