



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

---

Thursday, April 17, 2014

4:00 PM

One John Nolen Drive  
Hall of Fame Room

---

### CALL TO ORDER / ROLL CALL

**Present:** 10 -

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

**Absent:** 1 -

Mark J. Richardson

**Excused:** 2 -

Ricardo A. Gonzalez and Thomas J. Ziarnik

**Non Voting:** 1 -

Dianne Hesselbein

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

1. [33704](#) Monona Terrace Behavior Policy Presentation: Steve Brist, Assistant City Attorney

Unlike the Library, Senior Center and Parks Departments, Monona Terrace has never had its own formal behavior policy. The city attorney has advised that one be adopted. The City itself is in the middle of drafting an all encompassing behavior policy for city properties. Using the existing Library behavior policy, Assistant City Attorney Steve Brist has drafted a policy specially tailored to Monona Terrace. He distributed the policy for the board's consideration. There were several questions and suggestions for modifications to the existing document. The decision by the board was to compile their suggestions, have the attorney make the necessary changes and then present the policy at May's board meeting for approval.

2. [33705](#) Tile Campaign: Fran Puleo, Manager of Community and Public Relations

During the original construction of Monona Terrace, Friends of Monona Terrace ran a tile campaign in which people could purchase tiles for the rooftop and Olin Terrace that were inscribed with personal messages. The campaign was a rousing success. In the years since that campaign, visitors continue to ask if they can still purchase a tile. In fact, staff started collecting contact information from these inquisitors in order to find out what level of interest there was in the community. Early this year the Community Events department conducted a survey asking whether or not people would be interested in buying a 12" tile for \$125 or a 24" tile for \$1,000. Based on the positive feedback it was determined that there was merit to offer signature tiles again to the general public. The offering will begin this spring with installations scheduled twice per year. Orders will be taken in the Gift Shop throughout the year with no anticipated closing date. The proceeds from the campaign will be used to support Community Programming and Tourism.

3. [33841](#) Election of Officers: Tom Solheim, Nominating Committee Chair

The slate of officers for election are: Glenn Krieg as Chair, Alice O'Connor as Vice Chair and Judy Karofsky as Secretary. A motion was made by Solheim, seconded by Gerlach, to Approve the slate of officers. The motion passed by voice vote/other.

The nominating committee asked if there is anything written in the by-laws about term limits for board officers. Staff will look into this and report back. The question of whether or not there should be term limits may be discussed at a future board meeting.

4. [33489](#) Authorizing the Monona Terrace Community and Convention Center Board to accept a sponsorship from Great Dane Pub and Brewing Company, Inc. in the amount of \$10,000 to help offset the cost of the 2014 summer concerts at Monona Terrace and amending the Monona Terrace operating budget accordingly.

A motion was made by Richardson, seconded by Ring, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

5. [33490](#) Authorizing the Monona Terrace Community and Convention Center Board to accept a sponsorship from Mini of Madison in the amount of \$5,000 to help offset the cost of the 2014 summer concerts at Monona Terrace and amending the Monona Terrace operating budget accordingly.

A motion was made by Richardson, seconded by Ring, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

6. [33599](#) Authorizing the City to execute a service contract for a 1 year term of service provided by Hiebing Inc. for marketing and advertising of Monona Terrace Community and Convention Center.

**A motion was made by Richardson, seconded by Ring, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.**

7. [33600](#) Authorizing the City to execute a Steam Energy Utility Service contract for a 10 year term of service provided by the State of Wisconsin Department of Administration.

**A motion was made by Richardson, seconded by Ring, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.**

8. [33707](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

**Projections for the year-end show event revenue 3.5% over, and overall revenue 2.5% over.**

	Budgeted	Actual
Banquets	215	208
Meetings	192	218
Conventions	27	26 (plus one pending)
Conferences	30	24 (plus one pending and two tentative)

9. [33708](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

**March was busy with 61 events of a budgeted 51. As a result, total operating revenue was up 5%, while total expenditures were exactly on budget resulting in a surplus of \$15,000 for March. Year-to-date revenue is over expenditures by \$21,000. Catering was up 11% over last year's first quarter and 6 out of the last 12 months have been record setting months for them, including February and March.**

10. [33706](#) Directors Report: Gregg McManners, Director  
A. Board Report  
B. 2013 Economic Impact Report

**2013 Economic Impact Report: Baker Tilly has completed and issued the report on Monona Terrace's economic impact on Madison. It shows that Monona Terrace generated \$32.5 million in total direct spending for all conferences and conventions in 2013 and a total of \$52 million in both direct and indirect spending. This economic stimulus benefits Madison, Dane County, and the State of Wisconsin. Based on the questions received about the 2012 report, Baker Tilly included clarified language explaining how these numbers are calculated.**

**One of the board requests that Baker Tilly present the report to the board if possible. Staff will attempt to arrange this for May.**

11. [33709](#) Announcements from the Chair: Glenn Krieg, Chair

None.

#### ADJOURNMENT

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