



# City of Madison

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

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

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Thursday, November 20, 2014

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 13 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; Shelia Stubbs; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

**Absent:** 1 - Mark J. Richardson

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

- [35852](#)** Accepting the South Capitol Transit-Oriented Development (TOD) District Planning Study Final Report, Executive Summary (Report of the South Capitol District Planning Committee) and the recommendations contained within.

The Board unanimously recommended adoption of Resolution ID 35852, and recommend that further detailed planning and analysis of the John Nolen Drive corridor include consideration of left turn access off of John Nolen Drive into the Monona Terrace facility.

A motion was made by Gonzalez, seconded by Richardson, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.
- [36198](#)** GMCVB 3rd Quarter Report: Deb Archer, Executive Director and Rebecca Ramsey, Director of Sales

Contract revenue year-to-date totaled \$428,932, 61.3% of the goal for 2014. Room nights total 52,424, representing 50.5% of the goal. It is important to note

that there is an estimated \$70,000 in pending contracts and an additional 2,265 room nights pending.

A FAM tour of 11 clients was completed in October, Monona Terrace provided breakfast. Later they went to UW Football Homecoming.

The GMCVB contract negotiations with the city have been completed.

Hotel occupancy rates for the third quarter remain flat as compared to 2013 averaging 66.7%. This indicates that the market has absorbed the added room inventory from the newly opened hotels. Average daily rate is up 7.3% from 2013.

GMCVB has arranged for Madison to participate in a study by Experience Institute examining how event attendees choose which city they will go to in order to attend their companies event. (Example: Company A is having 2 conferences. One is in Vancouver and one is in Madison, how do employees of the company decide which of the conferences they will attend)

3. [36201](#) Authorizing a 4 year service contract for tourism marketing services, between the City and the Greater Madison Convention and Visitors Bureau.

The City and Monona Terrace have come to an agreement that it is in the City's to increase funding to the GMCVB. The new contract will be 4 years with the option to renew for another 4 years. The increase in funding will be incremental. It is currently 20% of the TOT collected for the year and over the course of 8 years will increase to 34%. There are metrics that will be used to examine the GMCVB's performance and this Board will be a part of the review process.

4. [36203](#) Judge Doyle Ad Hoc Committee Report: Judy Karofsky, Committee Chair

The committee has decided to create a Q&A piece that will address the controversy, concerns and benefits of a downtown Hotel.

It is the board's fiduciary responsibility to advocate for anything that will insure Monona Terrace remains competitive and successful.

The recommendation from the experts is that a 400 room block is needed. 250 rooms from the Judge Doyle square development added to the room block of 150 at the Hilton.

5. [36205](#) Bylaws Assessment: Tom Solheim

After examining the By-laws, there are several items that need to be cleaned up. Tom Solheim, working in combination with City Attorney Steve Brist, will be reviewing the bylaws and will make recommendations to the Executive Committee, who in turn will bring their recommendations to the board.

6. [36209](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

October had 80 events of a budgeted 82. Total operating revenue and was 1% over, as were expenses. This left the month under by \$3,000. Year-to-date there

is a \$50,000 surplus and this is without dipping into the \$250,000 reserve fund.

Significant unbudgeted expenses include the retirement of two tenured employees. Cost of labor will be up due to complicated event that required extra stagehands. Also several fulltime employees were on leave and hourlies were brought in their stead.

An effort will be made to study the use of stagehands and determine if there is a more efficient way to schedule.

7. [36212](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services
- Events to-date total 631, of a budgeted 625. Revenue looks to be \$4.62 million of a budgeted \$3.73 million. The will be a 6-7% surplus at the end of the year. From a revenue perspective, things look very good. 2015 is also shaping up to be a good year.

8. [36215](#) Director's Report: Gregg McManners, Director
- A. Board Report
- B. Client Appreciation Party (December 10th)
- The December board meeting is cancelled.
- Monona Terrace's client appreciation party is scheduled for December 10th.
- The new Zane Williams photo exhibit will have been installed by Thanksgiving week.

9. [36217](#) Announcements from the Chair: Glenn Krieg, Chair
- None.

#### ADJOURNMENT

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