



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, April 16, 2015

4:00 PM

Hilton Madison
9 E. Wilson Street
Wisconsin Room

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Susan Sabatke; Shelia Stubbs; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Chet Gerlach

Excused: 4 - Mark J. Richardson; Ricardo A. Gonzalez; Mark Clarke and Thomas P. Solheim

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

37960

Election of Officers: Tom Solheim, Nominating Committee Chair

In Tom Solheim's absence Chet Gerlach, Nominating Committee member led the board in the election of the Slate of Officers:

Glenn Krieg, Chair
Alice O'Connor, Vice Chair
Judy Karofsky, Secretary

A motion was made by J. Richardson, seconded by Karofsky, to elect the slate of officers. The motion passed by voice vote/other.

37962

WMSN-TV Sponsorship Agreement: Gregg McManners, Director

A motion was made by Ziarnik, seconded by Richardson, to approve the agreement. The motion passed by voice vote/other.

38040

Great Dane Sponsorship Agreement: Gregg McManners, Director

A motion was made by Ziarnik, seconded by J. Richardson, to approve the agreement. The motion passed by voice vote/other.

37963

JDS Ad Hoc Committee Report: Judy Karofsky, Committee Chair

The committee discussed timing, message sequencing and composing a letter from the Board to be distributed to Council. When the project proposals come in City staff will vet the proposals, interview the companies and then present summaries of the proposals to the Board of Estimates. The BOE will be recommending one of the JDS proposals to the Common Council. There will be no other committees involved. The city staff will negotiate with the winning company.

Verveer informed the board that the new alders recently elected to the council will be participating in orientation that includes a JDS project discussion led by George Austin and Mike Verveer.

This committee will meet again the week before the next board meeting.

37964

Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

There will be no finance report this month due to the same issues experienced the last few months with the new financial software. Staff is continuing to work on the reporting system. Here are the preliminary findings:

The budget is 1% behind in revenue; however, April and May should bring increased revenue.

Expenses will be up due to unexpected increases in the steam bill and retirement payouts.

The City Finance Department is in the process of entering budget information in the system. It is hoped that Financial Statements will be available at the next Board Meeting.

Monona Terrace Finance Department has calculated the Gross Revenue per Square Foot of Rentable Space for Monona Terrace over the last 3 years. In comparison to the "Small Convention Center averages" provided by the International Association of Venue Managers, Monona Terrace has exceeded the benchmark in every aspect. This is true even in 2014, which only included 11 months of business due to January's close for renovations.

37965

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

Meetings, which last month were reported behind pace by 20, have started coming back on track this month, now only behind pace by 10 with 194 of a budgeted 205.

Banquets are strong with 213 of a budgeted 212.

Conventions and Conferences are at 62 of a budgeted 63, and if last year's trend continues, groups will be spending more than expected once onsite.

The GMCVB has been doing really well competing for business, recently obtaining 2 important contracts.

2016 convention booking pace is ahead of schedule, already near 31.

[37966](#)

Directors Report: Gregg McManners, Director

A. Board Report

B. Reports Required by the Monona Terrace Agreement:

1. Monona Terrace Small Business and Employment Opportunities 2014 Report
2. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2014 Annual Report

The Small Business and Joint Services Reports were accepted by the board on a motion by Gerlach and a second by O'Connor. The motion passed by voice vote/other.

Shake the Lake is a new event that will replace Rhythm and Booms. This new event will be smaller in scope. The rooftop will be rented for viewing and tickets are on sale now at shakethelake.org for \$15ea.

[37967](#)

Announcements from the Chair: Glenn Krieg, Chair

None.

ADJOURNMENT