



# City of Madison

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Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

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

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Thursday, November 19, 2015

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 12 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Susan Sabatke; Shelia Stubbs; Mark Clarke; Judith F. Karofsky; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 2 - Ricardo A. Gonzalez and Glenn R. Krieg

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### NEW BUSINESS

1. [40516](#) Accepting Nominations for the 2015 Jeffrey Clay Erlanger Award  
  
All members of the board were provided the information with the application earlier this month. The group was notified that the deadline for nominations has been extended.
2. [40786](#) GMCVB 3rd Quarter Report: Diane Morgenthaler, Executive Vice President and Rebecca Ramsey, Director of Sales  
  
The GMCVB has generated \$616,986 in contract revenue for Monona Terrace reaching 83% of the annual goal. They project to end the year at 110% of the goal.  
  
They have been involved with and continue to support the Alliant Energy Center Visioning Study.  
  
They co-hosted the annual "Meet & Greet" event with the Chamber of Commerce.

They are engaged in product development conversations for a downtown convention hotel.

Occupancy rate in downtown hotels, though trailing behind 2014, has still been very strong in 2015. As of the 3rd Quarter, only three months have been below the occupancy rate of 70%. Hotels consider themselves at maximum occupancy when reaching 70%. The average daily rate has continued to rise in 2015 and is trending upward signaling strong market demand.

The GMCVB hosted a Familiarization Tour (FAM) for over a dozen meeting and event planners in September. The tour included a breakfast at Monona Terrace.

FAM Tours have been conducted annually since 2013 and have resulted in the contracting of a number of events that are projected to generate over \$3 million in direct spending.

3. [40790](#)

JDS Ad Hoc Committee Report: Judy Karofsky, Committee Chair

The Common Council has decided to consider the 3 project proposals that were not reviewed previously. The developers have been allowed time to update these proposals and must have them in by January 18. Several members of the JDS Ad Hoc Committee have expressed interest in joining a team of volunteers representing downtown boards and businesses of all varieties to educate the decision makers who will be reviewing the RFPs in January. The team's objective would be to advocate for the best possible outcome, with downtown growth and the longevity and viability of Monona Terrace in mind. They would deliver this message to a target audience through multiple channels including in-person meetings and media outlets.

4. [40793](#)

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

2015 event revenue is projected to end the year 4.9% above budget, while overall revenue is likely to end the year 4.5% above budget.

Next year is looking to shape up much like this year. The 2016 banquet numbers are projected at 230, which is 17 more than 2015. Meetings for next year are likely to remain flat with 2015 at 193. Conferences for 2016 are at 26 and Conventions are at 34.

5. [40795](#)

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

October had 68 of a budgeted 83 events. Total operating revenue was under by 1% while the expenditures were over by 3%. The result is a deficit of \$29,000 for October with a year to date surplus of \$27,000.

Extraordinary expenses in October included the replacement of all the green skirting in the building. This is the first time it been done since the building opened. There was also an unanticipated increase of \$12,000 in the MG&E bill. Research is being done to determine the cause.

The 2016 budget for Monona Terrace was approved by council without

amendments. This may be the last budget approval from the City that Monona Terrace will receive. The Room Tax Commission was introduced to the Common Council and adopted. No nominations for the commission have been made and many nuances of the commission's role and procedures have yet to be vetted and determined. The mayor will appoint 5 people to the council for 1-year terms with option to extend. One of the five must be a hotelier.

6. [40797](#)

Directors Report: Gregg McManners, Director  
A. Board Report

Board report: The LEED application returned with a Gold Level certification. This is one up from the last certification of Silver. The next level to shoot for is Platinum. The application was 8 points short of Platinum. The 8 points will be hard won and the process of application for platinum requires 5 years worth of documentation. Staff has already begun working towards this goal.

The rooftop restroom renovation and expansion will be starting shortly. The project came in under budget and will include the expansion of the west side bathrooms and upgrade of the east side bathrooms.

The state has halted the installation of new parking ramp equipment due to technology issues that are being worked out.

7. [40800](#)

Announcements from the Chair: Alice O'Connor, Vice Chair

At the January 2016 meeting, Best Western-Inn on the Park's General Manager will give a presentation about the hotel's renovation project.

Board members were asked to think about what topics they would like to see on the agenda in 2016.

Reminder: Board members are invited to the MT Client Appreciation Party in December

Reminder: as in past years, December's board meeting will be cancelled.

## ADJOURNMENT

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