



City of Madison

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

Thursday, September 15, 2016

4:00 PM

One John Nolen Drive
Hall of Ideas J

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; George Gillis; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik and Chet Gerlach

Excused: 3 - Mark J. Richardson; James Ring and Thomas P. Solheim

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

A quorum of the Room Tax Commission is present at this meeting.

NEW BUSINESS

2. [44377](#) John Nolen Waterfront Presentation: Tim Anderson, Architect and Urban Planner

Attachments: [Anderson_handout.pdf](#)

The order of the agenda items was modified to account for attendee schedules. Tim Anderson introduced himself as representative of a volunteer collective of architects and urban planners. They have been working for several years to create a plan in line with John Nolen's original vision for a great esplanade along Lake Monona. The attached document lists the key design features for their Nolen Waterfront vision.

1. [44394](#) Introduction to New Board Member, George Gillis, County Supervisor: Alice O'Connor, Vice Chair

George Gillis, County Supervisor for the 14th District, has been appointed to the Monona Terrace board. He's been active in Wisconsin politics for over 15 years. He currently serves as Research Director for the Democratic Party of Wisconsin.

3. [44381](#) Room Tax Commission Report: Mike Verveer, Commission Member

The commission was able to finalized 2017 Room Tax appropriations at the August 30 meeting. The operating budget for Monona Terrace, as presented to the board, was approved. A detailed report of the Room Tax distribution will be provided around October 4 when the City of Madison Operating Budget is released.

4. [44387](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [Bookingpace 8-31-16](#)

2016	Budgeted	Projected
Banquets	216	238
Meetings	208	188
Conferences	27	31
Conventions	35	36

2016 is projected to end the year at an unprecedented 17% above budget in event revenue, with over-all revenue at 15% above budget.

2017	Budgeted	Projected
Banquets	220	220
Meetings	192	180
Conferences	30	23 (+ 4 tentative)
Conventions	27	24 (+ 2 pending and 4 tentative)

2017 revenue is anticipated to be lower than 2016 and more in line with past years 2014 and 2015.

5. [44389](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Attachments: [August Finances 2016](#)

August had 2 more events than budgeted and total revenue was 23% over budget. Expenses were over by 9% leaving month's end a revenue surplus of \$102,000. Year to date revenue is 19% over budget and expenses are 9% over budget leading to a revenue surplus of \$200,000.

6. [44390](#) Director's Report: Gregg McManners, Director
A. Board Report

Attachments: [Board Report 9-15-16](#)
[2016 2Q Survey Results](#)

There was a discussion of the guest survey results portion of the board report. It was noted that parking continues to have low scores, but that with the installation of automated checkout gates these scores might improve.

7. [44392](#) Announcements from the Chair: Alice O'Connor, Vice Chair

Congratulations to Laura MacIsaac, Director of Sales for Monona Terrace. She

received the MPI: Industry Advocate Award.

ADJOURNMENT

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