



City of Madison

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

Thursday, October 20, 2016

4:00 PM

Hilton Hotel
9 E. Wilson St.
Doty Room, level 2

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Susan Sabatke; George Gillis; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 3 - Mark J. Richardson; Ricardo A. Gonzalez and Thomas J. Ziarnik

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

There is no quorum of the Room Tax Commission at this meeting.

DISCUSSION ITEMS

1. [44771](#) 2016 Jeffrey Clay Erlanger Civility in Public Discourse Award

Attachments: [ErlangerAwardPkt.pdf](#)

The board was made aware of the call for nominees for this award. They received nomination forms in their packets with instructions on how to nominate.

2. [44774](#) Strategic Planning Report: Brett Remington, President, Blue Rock Wisconsin

Attachments: [StrategicPlan.pdf](#)

Mr. Remington provided a recap of the process Monona Terrace Strategic Planning Subcommittee and staff took to develop the draft strategic plan presented for approval by the board today. The plan is scheduled for a January of 2017 rollout.

A motion was made by Solheim, seconded by O'Connor to approve the Strategic Action Plan for 2017-2019. The motion passed by voice vote other.

3. [44776](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [9-30-16_bookingpace.pdf](#)

| | Budgeted | Projected |
|------------|----------|-----------------------------|
| Banquets | 220 | 225 |
| Meetings | 192 | 193 |
| Convention | 27 | 25 (1 pending, 3 tentative) |
| Conference | 30 | 25 (1 pending, 3 tentative) |

Though the pace of 2017 is lower than 2016, it is historically consistent with the booking pace baseline.

The GMCVB's newly hired VP of Sales has resigned after about 6 months. In the past this kind of sales team turnover has caused a lag in the procurement of leads for conventions and conferences at Monona Terrace. This lag may be seen in future bookings from 2018 and forward.

4. [44778](#) Finance Report: Gregg McManners, Director

Attachments: [Sept_financials2016.pdf](#)

With Kathi Hurtgen out, Gregg McManners reported on September finances.

There were 59 of a budgeted 58 events in September. This led to an 18% surplus in total operating revenue. Expenses were only 2% over leaving a surplus of \$52,000 in total revenue for the month.

By the end of 2016 revenue is projected to peak at \$5.6 million. This phenomenal uptick in business shows the potential Monona Terrace has for generating economic activity.

5. [44781](#) Director's Report: Gregg McManners, Director
A. Board Report

Attachments: [rpt_10-20-16.pdf](#)

Parking has become a premium at Monona Terrace. The ramp is reaching capacity nearly every morning Monday-Friday. A majority of the parkers at the ramp are not attending Monona Terrace events. The new automated parking equipment has accompanied a cut in staffing for the State contracted ramp operator, SPPlus. The lack of staff means SPPlus no longer enforces "Event Only" parking. This is causing issues with Monona Terrace clients whose event attendees find themselves unable to park here, and often times unfamiliar with the area, they don't know where else parking is available. Monona Terrace staff is upfront with clients and does provide alternative parking information but this information does not always get filtered down to the attendees.

The parking issues will be an ongoing discussion with the DOA until a satisfactory arrangement can be made.

6. [44783](#) Announcements from the Chair: Glenn Krieg, Chair
- None.

ADJOURNMENT

A motion was made by Clarke, seconded by J. Richardson, to adjourn. The motion passed by voice vote/other.