



City of Madison

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

Thursday, February 16, 2017

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 - Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Susan Sabatke; George Gillis; Mark Clarke; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 5 - Jane Richardson; Ricardo A. Gonzalez; Judith F. Karofsky; Glenn R. Krieg and Thomas J. Ziarnik

APPROVAL OF MINUTES

A motion was made by Gerlach, seconded by Verveer, to approve the minutes.
The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [46044](#) Catering 2016 Year-End Report: Patty Lemke, Chief Operating Officer, Monona Catering

The year-end total revenue for 2016 was up 12.2% from 2015 setting a record high for Monona Catering. Approximately 6,500 lbs. of food was donated to food pantries and 38,000 lbs of pre-consumer food was diverted from the waste stream and composted. Revenue for 2017 is projected to be lower than 2016.
2. [46047](#) Finance Committee Report: Alice O'Connor, Committee Chair

Attachments: [2018 EquipSvs Draft.pdf](#)
[2018 RmFee Draft.pdf](#)

A motion was made by Solheim, seconded by M. Richardson, to approve both 2018 price lists. The motion passed by voice vote/other.
3. [46046](#) Monona Terrace 2016 Year-End Finance Report: Gregg McManners, Director

Attachments: [December_PreAudit-Draft 2016](#)

2016 was a remarkable year. There were 67 conventions and conferences, 5 more than budgeted. Conventions revenue was approximately \$600,000 more than budgeted. The year-end pre-audit draft shows a revenue surplus of \$392,000. This amount does not include the \$250,000 in reserve money that was set aside for 2016 but not used. In all, the return to the reserve fund will be around \$600,000.

4. [46048](#) Community Events 2016 Year-End Report: Fran Puleo, Manager of Community and Public Relations

Attachments: [2016 Community Relations Recap](#)

Community events programs served 46,000 people in 2016. 44% of the 981 people surveyed at events said that this was their first time attending a community event at Monona Terrace.

A large number of new sponsors joined this year due to the Maker Faire event. Overall sponsorships and grants amounted to \$59,442.

The Frank Lloyd Wright trail legislation passed in 2016. Monona Terrace is one of nine Frank Lloyd Wright sights on the trail. The signage plan includes large freeway signs, route marker signs, and directional and trailblazer signs.

5. [46128](#) Community Event Sponsorships: Fran Puleo, Manager of Community and Public Relations

Attachments: [2017Grant_Sponsorship.pdf](#)

A motion was made by Gillis, seconded by Verveer, to approve the 2017 grants and sponsorships. The motion passed by voice vote/other.

6. [46049](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [BookingPace_Jan2017.pdf](#)

2017	Budgeted	Projected
Banquets	220	213
Meetings	192	204
Conferences	30	30 + 1 pending and 2 tentative
Conventions	27	26 + 1 pending and 1 tentative

7. [46051](#) Director's Report: Gregg McManners, Director
- A. Administration
 - B. Operations
 - C. Community Relations
 - D. Gift Shop
 - E. Sales and Marketing
 - F. Event Services
 - G. Business Office/Human Resources
 - H. Catering

Attachments: [rpt 2-16-17.pdf](#)

Administration:

Board member Chet Gerlach had the opportunity to talk to an official at the Wisconsin DOA about the parking problems Monona Terrace has experienced.

Taliesin Architects is working on a design for a permanent Guest Services Attendant desk. The current desk has always looked like an afterthought and is not very functional for guests or Guest Attendants.

8. [46052](#)

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

A. April Board Meeting location options

B. Nominating Committee must meet in March

The April board meeting will be held at the GMCVB's new office.

The nominating committee will meet by teleconference prior to the next board meeting March 16.

ADJOURNMENT

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