



City of Madison

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

Thursday, January 19, 2017

4:00 PM

One John Nolen Drive
Meeting Rooms QR

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; George Gillis; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 4 - Ricardo A. Gonzalez; Susan Sabatke; Mark Clarke and Judith F. Karofsky

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

A quorum of the Room Tax Commission was present.

NEW BUSINESS

1. [45686](#) North Central Group's AC Hotel Presentation: Andy Inman, VP Development, NCG and Jen Y Guimond, Corporate Director of Sales, NCG

A new hotel, located on 1 N. Webster is in the final stages of construction. The property is managed by the North Central Group who has brought Marriot in to operate the hotel. The brand, AC Hotel, is part of a line of European-influenced, design-led hotels. This is the first Marriot hotel in the downtown area.

The hotel has a 924 sq. ft. meeting room, fitting up to 60 people. There are 165 sleeping rooms, and 80 onsite parking stalls. The parking garage beneath the building is 100% valet as it uses a lift system to park cars. Along with this, they have arranged for 80 parking spots at the Capitol North ramp.

Most of the public space in the building is on the top two floors with views of the city. This includes the library, a fitness center, indoor restaurant and an outdoor terrace with bar. In the lobby on the ground level they have a lounge serving beverages and small plate items. They want to expand to have sidewalk seating. Eno Vino will be their exclusive caterer.

The hotel is set to open in May of 2017

2. [45688](#) Quarterly External Environmental Issues Update: Gregg McManners, Director

The Monona Terrace (MT) ramp has been lacking availability for event attendee parking since the new equipment upgrade. MT staff did an inventory of downtown parking and discovered that MT's Ramp is the cheapest weekday parking ramp at \$12 per day. MT's parking spaces are being filled by local workers looking for the cheapest space. MT clients have complained their event attendees are unable to get parking here for weekday events. After meeting with the State, they've agreed to increase the hourly rate to \$3 per hour and the daily rate to \$16 per day starting in March. This cost increase should divert most of the local workers back to the Government East ramp which charges \$14.40 per day. Talks with the state regarding event only parking options, pre-pay parking and cashier availability continue.

A neighborhood meeting was held to discuss the latest developments in the JDS project. The audience responded positively to Beitler's plans. They discussed the different phases of the project. The first is for the parking structure under the Municipal Building to be completed, and then demolition of the Government East ramp can occur. The timeline has the hotel opening in April of 2020.

3. [45690](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [BookingPace Nov-Dec2016.pdf](#)

2017	Budgeted	Projected
Banquets	220	224
Meetings	192	204
Conventions	27	26 + 2 tentative
Conferences	30	28 + 4 tentative

Trek, who's been holding it's dealer event here for years has decided to change the format of the event, basically cutting the event back by half and moving it from August to October. Trek was the largest revenue generating event Monona Terrace had and its alteration will represent significant revenue shrinkage for 2017. It will also mean that budget projections for August will be off considerably.

4. [45691](#) Finance Report: Kathi Hurtgen, Associate Director - Finance and Operations

Attachments: [November2016_financials.pdf](#)

In November the number events was 47 versus a budget of 53, despite this, the total operating revenues were still ahead by 21%. Audio visual elements factored heavily in these events and account for most of the 4% overage in expenditures. Ultimately, the month ended with a surplus of \$45,000. Year-to-date this equals a surplus of \$399,000 in revenue. Expenses will be higher in December, there are several steam bills, hourly benefits, and supply purchases that will be posted. However, the year-end revenue projection is for

a surplus of \$350,000.

5. [45692](#)

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: [BoardReport_1-19-17.pdf](#)

The fire system upgrade is currently in progress.

Maintenance day work included surveillance camera installs. The recordings from surveillance are currently kept for 2 weeks, but Homeland Security recommends 45 days. The server space to store that much video has yet to be arranged.

2017 is Frank Lloyd Wright's 150th birthday and Monona Terrace will be partnering with others to celebrate this. The building is also having its 20th anniversary and will be holding a smaller scale celebration for this, with a larger scale celebration planned for the building's 25th anniversary.

6. [45693](#)

Announcement from the Chair: Glenn Krieg, Chair

A. Finance Committee meeting in February

The finance committee will need to meet in February. Ideally this would be held the day of the board meeting on February 16 at 3PM.

ADJOURNMENT

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