



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, March 16, 2017

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 12 - Jane Richardson; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; George Gillis; Mark Clarke; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 2 - Michael E. Verveer and Judith F. Karofsky

APPROVAL OF MINUTES

A motion was made by M. Richardson, 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. [46457](#) GMCVB Year-end Report and 2017 Goals and Objectives: Deb Archer, President, GMCVB, and Diane Morganthaler, Executive Vice President, GMCVB

Attachments: [GMCVB Q4 2016.pdf](#)

In 2016 the GMCVB contracted a total of \$564,902 in future events compared to their goal of \$785,000. The 2016 totals are less than totals in both 2014 and 2015. The number of events contracted in 2016 was 86, which is 9 more than 2015, but 20 less than 2014.

The room nights contracted in 2016 for events was 114,938. This was 124.93% above their goal of 92,000. Room nights represent future room tax dollars. The room tax fund is used to support Monona Terrace operations.

Concern over the decline in leads since 2014 was addressed. The GMCVB feels confident that lead production is still strong.

A report by The Experience Institute, TEI, was discussed. The company

surveyed attendees of the North American Assoc. for Environmental Education Convention which happened at Monona Terrace in October 2016. They found that Madison as an “overall destination experience” rates higher than the TEI index. The TEI index is an average of the company’s participating event surveys. In many important areas of the survey the attendees rated Madison higher than the TEI index.

2. [46461](#) Presentation of Slate of Officers for election in April: Tom Solheim, Nominating Committee Chair

The nominating committee recommends the following slate of officers for vote at the April Board meeting:

Glenn Krieg, Chair
Alice O'Connor, Vice Chair
Judy Karofsky, Secretary

3. [46459](#) Monona Terrace 2016 Annual Report: Gregg McManners, Director

Attachments: [2016MononaTerraceAnnualReport.pdf](#)

The Annual Report has been published; all board members have been provided with both an electronic and paper copy. The board had no questions, were pleased with the report and hope that it will be distributed widely.

4. [46471](#) Room Tax Committee Update: Glenn Krieg, Committee Member

The commission met in February for a discussion with the city finance director. The City is still collecting on 2016 delinquent room tax payments and the commission is considering an increase in the fine for delinquent payment. The commission is also working on defining procedures and policies for itself along with a schedule of meetings for the year.

5. [46465](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [Feb_2017BookingPace.pdf](#)

2017	Budgeted	Projected
Banquet	220	224
Meeting	192	197
Conference	30	29
Convention	27	26 + 1 pending contract and 1 tentative

The forecast projects revenue to come in 1% below budget this quarter.

6. [46467](#) Finance Report: Gregg McManners, Director

Attachments: [January-February_finance.pdf](#)

January had 7 more events than budgeted; however, the event revenue came in 8% under budget with expenses over budget by 2%. The result was a total deficit of \$30,000 for the month. Also of note, there was increase in wages and benefits expenses due to a new L6000 benefit: VEBA. This added \$27,000 to

expenses for the month.

February had only 36 of a budgeted 43 events. The mix of events was not what was expected as there were 5 more meetings and 5 less banquets than budgeted. A banquet, on average, spends around \$1,500 more than a meeting. Expenses were under by 2% but this could not make up the difference and the month ended with a \$6,000 deficit.

7. [46469](#)

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 3-16-17.pdf](#)

Discussions are ongoing with the State regarding the parking ramp. The latest JDS plans indicate the parking structure will have 40 less parking spots than Government East has now. Parking availability continues to be a concern for our clients.

8. [46473](#)

Comments from the Chair: Glenn Krieg, Chair

- A. April meeting reminder

Next month's board meeting will be held at the GMCVB's new office location. The board will be provided with directions and parking information early next month.

ADJOURNMENT

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