



City of Madison

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

Wednesday, September 20, 2017

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

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

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

APPROVAL OF MINUTES

A motion was made by Solheim, seconded by J. 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 at this meeting.

NEW BUSINESS

1. [48812](#) Catering Extension: Gregg McManners, Director

Attachments: [MONONA CATERING SECOND AMENDMENT TO AGREEMENT 9-21-2017](#)

A motion was made by Solheim, seconded by Clarke, to Approve the catering extension. The motion passed by voice vote/other.

2. [48814](#) Room Tax Commission Update: Glenn Krieg, Commission Member

The Room Tax Commission voted to approve the budget for 2018, issuing funds to the GMCVB, Monona Terrace, Overture and some auxiliary arts organizations, contingent on the approval of a Room Tax increase to 10%.

3. [48818](#) Room Tax Increase / CVB Contract: Gregg McManners, Director

In light of room tax revenue not increasing at the pace required to fulfill the funding promises made, hoteliers have put forth the idea to increase the room tax rate to 10%. The hoteliers support this raise, with the condition that the

mayor not change a contract with the GMCVB to decrease funding. Fortunately, should the room tax increase go into effect, all entities funded by the room tax will receive their full subsidy.

4. [48820](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bookingpace_8-17.pdf](#)

2017	Budgeted	Projected
Banquets	220	217
Meetings	192	194
Conf. & Conv.	57	60

2018	Budgeted	Projected
Convention	28	27 + 4 tentative
Conference	32	26 + 2 pending, 4 tentative

Event revenue for 2017 is projected to be up by 4% and that includes the adjustments made because of Trek.

5. [48823](#) Finance Report: Jeff Boyd, Finance Department

Attachments: [FinanceRpt_8-2017.pdf](#)

August was a difficult month due to the fact that Trek moved their event to October. Normally, this event accounts for \$325,000 in revenue for the month. As expected actual event revenue for the month was \$362,000 but \$672,000 had been budgeted. Even with expenses down by 3%, the month ended with a deficit of \$292,000. This creates a year to date deficit of \$23,000 in revenue.

On a positive note, in October, Trek will hold a scaled down version of their August event and this should help rebalance the budget.

6. [48825](#) 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_9-20-17.pdf](#)

A question came up regarding the Pontoon Porch. A member of the board wanted clarification as to whether this business enterprise had any affiliation with Monona Terrace. The Pontoon Porch is not affiliated with Monona Terrace. It does have a contract with City Parks to utilize the dock near Monona Terrace on the west side. Because of this, customers boarding the Pontoon Porch will pullover in the John Nolen Drive parking ramp entrance to unload their vehicles before parking. This has caused issues for SPPlus

(parking management), visitors trying to access the parking ramp and employees trying to access the west dock. When complaints were made known to Monona Terrace, staff got in contact with the Parks department about this unauthorized and illegal use of the parking entrance. Parks indicated that this would be discussed with the owner of Pontoon Porch.

ADJOURNMENT

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