



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, March 15, 2018

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 13 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; George Gillis; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 1 - Thomas J. Ziarnik

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

There was not a quorum of the Room Tax Commission.

### NEW BUSINESS

1. [50860](#) GMCVB Year End Report and 2018 Goals and Objectives: Deb Archer, President/CEO, and John Leinen, Vice President of Sales, GMCVB  
  
Attachments: [GMCVB Q4 2017.pdf](#)  
  
In 2017 the GMCVB contracted 153 future events, expected to generate \$65.1 Million in economic impact and over 119,000. 22 of those contracts were for Monona Terrace, worth \$703,041 in contract revenue. This met 96% of their 2017 goal.  
  
In 2017 the occupancy rate for hotel rooms predictably has decreased. This is due to the increase in hotel room inventory and opens up opportunity for conventions to fill those rooms.
2. [50861](#) Monona Terrace 2017 Annual Report: Gregg McManners, Director  
  
Attachments: [2017AnnualReport\\_web.pdf](#)

Print copies of the 2017 annual report was provided to the board.

3. [50862](#)

Nominating Committee presents Slate of Officers for vote in April: Tom Solheim, Committee Chair

The nominating committee has selected Alice O'Connor for Chair, Judy Karofsky for Vice Chair, and Jim Ring for Secretary. The slate of officers will be voted on at April's board meeting.

The nominating committee has asked the board to consider one of the following; a change to by-laws that would institute term limits for the board officers, or the adoption of a term limit policy by the committee. Changing by-laws requires approval from the Common Council by a two thirds majority. Alternatively, the nominating committee could simply adopt a policy that takes into account the number of terms served by officers when deciding on nominations.

4. [50863](#)

Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [BookingPace 2-28-18.pdf](#)

2018	Budgeted	Projected
Banquets	220	193-195
Meetings	195	171-175
Conferences	32	34 + 1 tentative
Conventions	28	28 + 1 tentative

Numbers for banquets and meetings are down this year, however the spend per event has increased and because of that a 2% surplus in revenue is projected.

5. [50864](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [Jan-Feb2018.pdf](#)

January ended with a surplus of \$29,000. The month held two consumer shows that brought in \$77,000 vs. the budget of \$14,000. Normally consumer shows average lower revenue; however, this was not the case in January and February. February had a revenue surplus of \$89,000. Year-to-date the revenue is up by \$118,000.

6. [50865](#)

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: [BoardRpt 03-15-18.pdf](#)

Olin Terrace is scheduled to be repaired in April. This became necessary due to the damage done during repair of the sink hole last year.

Staff is working with the new security company to ensure that they meet the terms of their contract.

#### **ADJOURNMENT**

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