



City of Madison

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

Thursday, April 19, 2018

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; Susan Sabatke; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 4 - Mark J. Richardson; Ricardo A. Gonzalez; George Gillis and Thomas J. Ziarnik

APPROVAL OF MINUTES

A motion was made by Ring, seconded by O'Connor, 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 at this meeting.

NEW BUSINESS

1. [51229](#) Friends of Monona Terrace: David Carpenter, President, Bruce Gregg, Secretary

The Friends of Monona Terrace group a.k.a. Monona Terrace Community Programs, Inc. is a 501(c)(3) dedicated to supporting the Community Programing here at Monona Terrace. This group is a revitalization of the "Friends" group that was formed when Monona Terrace was first built. Their goals include fundraising for Maker Faire, Dane Dances, and the George Nelson Scholarship, as well as creating a long term endowment for community programming.
2. [51230](#) Election of Officers: Tom Solheim, Nominating Committee Chair

The slate of officers: Alice O'Connor for Chair, Judy Karofsky for Vice Chair, and Jim Ring for Secretary.

A motion was made by Solheim, seconded by Clarke, to Approve the Slate of Officers. The motion passed by voice vote/other.

3. [51231](#) Approval of Reports Required by the Monona Terrace Agreement: Gregg McManners, Director
A. Monona Terrace Small Business and Employment Opportunities 2017 Report
B. Monona Terrace Joint Services with the Alliant Energy Center of Dane County 2017 Annual Report

Attachments: [Report_Small Business-2017.pdf](#)
[Report_Joint Services-2017.pdf](#)

A motion was made by Ring, seconded by Solheim, to Approve the Reports. The motion passed by voice vote/other.

4. [51232](#) Quarterly External Environmental Scan: Gregg McManners, Director
A. Judge Doyle Square

Attachments: [City - Judge Doyle Project -First Quarter 2018 Report.pdf](#)

Judge Doyle Square's quarterly report was shared with the board. (see attached) It appears that the increasing cost of glass and steel, a market shortage on workers, plus an increase in interest rates is a concern to all involved. The city understands that the development of this previously untaxed real-estate will eventually generate a return on investment.

5. [51233](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bookingpace_3-31-18.pdf](#)

This year there is a trend of larger events displacing the smaller banquets and meetings. This has, of course, lowered the number of banquets and meetings. It has not; however, adversely affected revenue. Larger events stay longer and spend more, they have more economic impact to the community. Projections show a 4% surplus in event revenue this year as well as the number of conferences and conventions ahead of budget. Another boon for revenue is that groups are spending more per event, on average.

6. [51234](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [March_financials_2018.pdf](#)

March was a good month for event revenue; despite an under budget number of events, there was a revenue surplus of 10%. It helped that two large events spent a combined \$200,000 in AV and other services. The year-to-date overall revenue is ahead by \$142,000 and marks a successful first quarter.

7. [51235](#) 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_04-19-18.pdf](#)

The Hilton Room block agreement is getting the finishing legal touches. Once this agreement has been written up by the lawyers it will be used as an operating document to create a room block agreement with the Embassy Suites and Beitler.

In a partnership with Taliesin and SC Johnson, billboard advertisements have been placed along the I94 corridor to promote the Frank Lloyd Wright trail.

For the month of April, the Grandview Café has taken up residency in the Information Booth at the main entrance. This temporary location has been set up to test whether or not business would increase if the Grandview was more visible and easier to access. This Grandview Street Side Coffee counter is offering a selection of brewed coffee and sweet treats.

8. [51236](#)

Announcement from the Chair: Glenn Krieg, Chair

A. The Finance Committee will need to meet prior to the next board meeting on May 17.

The finance committee will need to meet prior to the board meeting May 17th. The time is tentatively set for 3 pm May 17.

This is Glenn Krieg's last board meeting as the Chair. The board recognized his sound leadership and thanked him for his service.

ADJOURNMENT

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