



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, May 17, 2018

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 7 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Susan Sabatke; Mark Clarke; Judith F. Karofsky and Glenn R. Krieg

Excused: 7 - Mark J. Richardson; Ricardo A. Gonzalez; George Gillis; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

APPROVAL OF MINUTES

A motion was made by Karofsky, seconded by J. Richardson, 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. [51635](#) Downtown Madison, Inc.: Jason Illstrup, President, DMI

The new president of Downtown Madison Inc. introduced himself to the board and shared his thoughts on how DMI can work with Monona Terrace. His organization is looking for ways to enhance and keep the Downtown a thriving economic engine for the region. Mr. Illstrup acknowledged that Monona Terrace plays a big part in accomplishing this goal and working together will be mutually beneficial.
2. [51637](#) GMCVB 1st Quarter Report:Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, GMCVB

Attachments: [GMCVB Q1 2018.pdf](#)

GMCVB & MASC have accrued \$74,470 in Monona Terrace contract revenue this quarter, 10.5% of its annual goal. Fortunately, there are 7 pending contracts in the pipeline that if completed will provide an additional \$211,090 towards their contract revenue goal.

3. [51639](#) Presentation: Audio Visual Excellence

A photo and video presentation was shown displaying the extensive sets and technological capabilities that Monona Terrace AV staff produce for clients.

4. [51641](#) Finance Committee Report: Alice O'Connor, Committee Chair

Attachments: [2019 CapitalBudget Memo.pdf](#)
[2019 Capital for Board \(Attachment 1 and 2\).pdf](#)

A motion was made by Clarke, seconded by Verveer, to Approve the capital budget request. The motion passed by voice vote/other.

5. [51642](#) Judge Doyle Square Update: Gregg McManners, Director

Due to rising costs in material, labor and climbing interest rates, the Common Council approved an \$11 million additional investment in the JDS project to keep the redevelopment on track. The return on investment will be 12 years, which is a reasonable payback period for this type of project.

6. [51643](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bkqp_4-30-18.pdf](#)

Budget goals in event revenue are being met this year. The pace for banquet and meeting bookings has slowed; however, it's being made up for in conventions and conferences. The average spend per event is exceeding the budget.

7. [51644](#) Finance Report: Jeff Boyd, Business Manager

The month of April ended with a revenue surplus of \$65,000. This may be accounted for by the increase in spend per event. The budgeted number of banquets was 15 at \$4,500 per event. The actual number of banquets was 17 at an unprecedented \$10,166 per event. Even with 43 less events this year, revenue is ahead of 2016—a record breaking year. 2018 is on target to end with event revenue up 7% and overall revenue up 5%.

8. [51645](#) 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_5-17-18.pdf](#)

The Olin Terrace tile project is over for now, but not finished. There are still some tiles that need replacement.

Nationally recognized TV anchor, David Muir visited Madison for his Made in America segment and featured, among other things, Monona Terrace's Maker Faire in the piece.

ADJOURNMENT

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