



# City of Madison

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

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

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Thursday, June 21, 2018

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

It was announced that George Gillis has resigned from the County Board of Supervisors and subsequently any committees he was appointed to as County Supervisor, including the Monona Terrace Board. The County is aware and will be appointing a new County Supervisor to the Board in the near future.

**Present:** 12 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 1 - Susan Sabatke

### APPROVAL OF MINUTES

A motion was made by Verveer, seconded by Solheim, 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.

### NEW BUSINESS

1. [52091](#) JDS Update: Gregg McManners, Director

The current state of the Judge Doyle Square project was outlined most recently in an article by Lisa Speckhard Pasque and Abigail Becker for The Capital Times on June 12, 2018. Because of the pending litigation, city staff are not at liberty to discuss any more than was outlined in the article. In short the article outlined that the city learned Beitler could not complete the private portion of the development due to increased construction costs. The common council then approved an additional \$11 million in public funds to build that portion. In response, Beitler filed a lawsuit against the city for this action. They claim it's a violation of the development agreement approved on July 2016. The city has procured outside council that specializes in this kind of litigation. The mayor and other city officials are confident that they will be able to continue moving

forward on the project.

2. [52092](#)

Hilton Room Block Agreement: Gregg McManners, Director

The Hilton has agreed to provide a 150 room block to Monona Terrace in perpetuity. As long as both parties are satisfied with the terms, the agreement will continue to be renewed in 5 year increments.

3. [52094](#)

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

**Attachments:** [bookingpace 5-31-18.pdf](#)

Event revenue is projected to be 7.5% ahead of budget this year, and overall revenue will be 5.5% ahead.

Meetings and banquet numbers are down: however, the spending on these events is up putting banquet revenue over by 10% and meeting revenue over by 8%. Conferences are pacing well at 34 of a budgeted 32. Conventions are right on budget at 28 plus one pending contract.

4. [52096](#)

Finance Report: Jeff Boyd, Business Manager

**Attachments:** [May\\_Finances2018.pdf](#)

May ended the month with a surplus of \$2,000. Even with 9 events down, the revenue came in ahead. Four of the 65 events were high revenue events and made up nearly a third of the event revenue for the month. Expenses were over budget primarily due to AV equipment rentals that were needed to set the big events.

5. [52097](#)

Director's Report: Gregg McManners, Director

- A. Administration - Guest Surveys
- B. Operations
- C. Community Relations
- D. Gift Shop
- E. Sales and Marketing
- F. Event Services
- G. Business Office/Human Resources
- H. Catering

**Attachments:** [rpt\\_06-21-18.pdf](#)  
[guest\\_survey.pdf](#)

Guest survey results for the year are really strong. A lot of positive feedback has been received from clients.

The agency will be hosting 3 Wanda Fullmore Scholarship Interns this summer, a record for Monona Terrace.

There have been 2 Concerts on the Rooftop this season, the most recent one nearly reached capacity.

Shake the Lake will be hosting the iHeart Radio Rooftop Party at Monona

Terrace this weekend.

6. [52098](#)

Announcement from the Chair: Alice O'Connor, Chair

A. Finance Committee Meeting prior to Board Meeting August 16.

B. July Board Meeting is cancelled.

**The Finance Committee will meet August 16 at 3pm, an hour prior to the board meeting to consider the operations budget.**

**July's board meeting is cancelled.**

**ADJOURNMENT**

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