



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, August 16, 2018

4:00 PM

One John Nolen Drive
Lake Vista Cafe, Rooftop
Rain Back-up Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Ricardo A. Gonzalez; Susan Sabatke; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring; Chet Gerlach and Thomas P. Solheim

Excused: 2 - Mark J. Richardson and Thomas J. Ziarnik

APPROVAL OF MINUTES

A motion was made by Karofsky, seconded by Clarke, 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 present.

NEW BUSINESS

1. [52778](#) GMCVB Second Quarter Report: Diane Morganthaler, Executive Vice President, and John Leinen, Vice President of Sales

Attachments: [GMCVB 2Q 2018.pdf](#)

The GMCVB and MASC have met 21% of their goal for Monona Terrace contract revenue this year. This is down considerably from 2017. However, based on contracts in the pipeline, with hard work and a little luck they could potentially close the gap by year's end. Worst-case scenario, they project to come in short by \$50,000-100,000 in contract revenue.

CrossFit Games, held in July was a tremendous success for the city. They did have a small piece of business with Monona Terrace; the GMCVB is working with CrossFit to build this portion of the event up. This event is contracted through 2021.

GMCVB sales has been collaborating with local hotel partners to come up with a single contract that all the hotels can use to book room blocks. Right now, a

meeting planner has to sign different kinds of agreements with each hotel for room blocks. It is hard to compete with locations that have all the hotel rooms and convention space in one spot. Therefore, in an attempt to streamline the room block process for meeting planners interested in Madison, a uniform contract document is under development.

2. [52780](#)

Monona Catering Mid-year Report: Wendy Brown-Haddock, General Manager

The first half of the year ended with revenues 6.5% up from 2017. Long-range; however, projections show revenues to finish 1.9% down from last year. There have been several, multi-day conventions that have not provided catering for their attendees, reserving their budget for the programming. Fortunately, this has not yet proved to be a trend.

The concert season, especially the Madison County concert, was a great success for catering sales. LVC revenue was down in June but as of this board meeting, revenue has risen by 10 points, thanks to improved weather in July and early August.

So far this year, donations to local pantries and shelters totaled 3,000 lbs. Additionally, over 8 tons of pre-consumer food waste was diverted from the landfill for composting.

3. [52782](#)

Finance Committee Report: Glenn Krieg, Committee Chair
A. 2019 Operations Budget

A motion was made by Solheim, seconded by J. Richardson, to to approve the 2019 Operating Budget, with the caveat that staff and Room Tax Commissioners should convey the Board's strong sentiment that the Monona Terrace Reserve Fund is used to cover Monona Terrace's unexpected operating and capital shortfalls as well as to help support a future renovation. The motion passed by voice vote/other.

4. [52786](#)

JDS Update: Gregg McManners, Director

There is still litigation around the project. They are waiting on a ruling from the Judge in Chicago to either dismiss the case or change the venue of the hearing to Madison. There will be a ruling on this by September or October.

5. [52783](#)

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

Attachments: [bookingpace_06-30_07-31-2018.pdf](#)

This item was deferred.

6. [52784](#)

Finance Report: Jeff Boyd, Business Manager
A. Introduction to Taylor Hauge, Account Tech I

Attachments: [June_finance_2018.pdf](#)
[July_Finance2018.pdf](#)

June was a phenomenal month. Event revenue came in 85% over budget, leading to a surplus of \$124,000 for the month. The overage is explained by greater event production spending than anticipated. Budgets projections are

based on historical data and this spending was atypical.

Of course, when events have extravagant AV productions the expense side is also higher. Therefore, expenses were over budget by 34%. Most of the expense has to do with rental equipment and stage hand hours.

In July, both total revenue and expenses were up by 4%. The result was a budget deficit of \$10,000. Year-to-date there is a revenue surplus of \$327,000.

7. [52785](#)

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_08-16-18.pdf](#)

Fran Puleo, Community Relations Manager accepted a position at the UW. Her last day was August 10th.

The November 15th board meeting is scheduled on the last night reserved for Common Council budget discussion. If the budget discussions extend into a third day, the board will have to meet on an alternate date. That date is scheduled for November 29 at 4pm. Cancellation of the originally scheduled board meeting will be determined at the latest, on November 14.

After a mutual agreement to terminate the security contract with Security Pros of IL, Inc., staff returned to the original proposals and contacted the next two companies. CSC, which previous provided security services here, has been selected once again. A 2-year contract with three options for 1-year renewal terms will be submitted for the Common Council's approval.

The board congratulated Gregg McManners, Director, for being honored with a Chair Citation by IAVM at their Toronto convention in July.

ADJOURNMENT

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