



# 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, November 15, 2018

4:00 PM

One John Nolen Drive  
Meeting Room KO

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### CALL TO ORDER / ROLL CALL

**Present:** 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Steven Peters; Mark Clarke; Judith F. Karofsky; Thomas J. Ziarnik; James Ring; Chet Gerlach and Thomas P. Solheim

**Excused:** 4 - Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke and Glenn R. Krieg

### 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

The chair introduced new board member and County Supervisor for District 15, Steven Peters.

Eight-year veteran of the board, Tom Solheim, bid farewell, announcing his resignation. This will be his last meeting.

### DISCLOSURES AND RECUSALS

There was not a quorum of the Room Tax Commission at this meeting.

### NEW BUSINESS

1. [53752](#) Nolen Waterfront Update

Eric Knepp, Director of Madison's Parks Department started the update with a discussion of the master plan for Law Park and how developing it into a signature park fits into the Nolen Waterfront Project. \$630,000 has been budgeted in 2019 for work on the master plan; this amount includes \$100,000 in private funding.

**Time Line:**

- 2018 Environmental studies started
- 2019 Early public engagement
- 2020 Spring/Summer - A design challenge (funded privately) will be issued
- 2020 Fall - The community will be reengaged.
- 2020 Winter - A plan is adopted

Doug Koziel, AIA, LEED AP, and a founding partner of KEE Architecture, shared information regarding the Monona Terrace expansion that was proposed as part of the Nolen Waterfront plan. Monona Terrace will be funding a study in 2019 to determine what the downtown may need from this expansion. Parks is aware of the area demarcated for the expansion and is planning with this in mind. The study will help determine how much space is needed and how it should be configured. It will also look at the economic impact of an expansion.

The board is very appreciative of all the pro bono work done by the Nolen Waterfront Project members

2. [53754](#) Finance Committee Report: Jim Ring, Committee Member

2018 will be a record-breaking year in event revenue. Despite being 57 events down from what was budgeted, event revenue is looking to surpass 2016, the last record year, by \$100,000. Interestingly, for 2019, City Finance revised the budget submitted by Monona Terrace staff and approved by the board, raising the projected revenues by \$269,131 and increasing the interdepartmental charges Monona Terrace pays by \$190,446.

3. [53756](#) Quarterly External Environmental Issues Updates: Gregg McManners, Director

At the November 13 Common Council meeting, a resolution to pay JDS developer Beitler \$600,000 was voted down. The resolution is eligible to be reconsidered and Alder Verveer plans to make a motion at the November 20 Common Council meeting for reconsideration of this resolution at a future meeting. In the meantime, the city attorney's office is putting together a report on the legal ramifications for the city should they not pass the resolution.

4. [53758](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

**Attachments:** [bookingpace\\_10-2018.pdf](#)

	2019	Budgeted	Projected
Banquets		192	168
Meetings		171	182
Conventions		31	28
Conferences		25	20 + 1 pending, 5 tentative

Based on current projections, it will be challenging to meet event revenues budgeted for 2019, especially in convention bookings, as they usually book years in advance.

There was concern raised in regards to the GMCVB contract goal and year-to-date achievement. It is expected that a number of contracts will close in the fourth quarter but it remains doubtful that the 2018 goal will be achieved.

5. [53761](#) Finance Report: Jeff Boyd, Business Manager

**Attachments:** [October financials.pdf](#)

October was a phenomenal month for event revenue. There were 67 of a budgeted 69 event, but event revenue was nearly double projections. Banquet spent an average of \$8,475, versus the \$4,500 budgeted and meetings spent an average of \$9,176 versus \$3,700 budgeted. In addition, there were 3 conventions as opposed to the 2 budgeted. The month ended with a surplus of \$228,000.

6. [53763](#) 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. GMCVB 3rd Quarter Report

**Attachments:** [rpt\\_11-15-18.pdf](#)

The Monona Terrace board and staff were sorry to see Tom Solheim resign, but wish him well on his future endeavors. Tom was an amazing resource and did a lot for the board during his 8-year tenure.

The community relations manager position had 55 applicants. Of those, 14 qualified to have the supplemental question portion of their application scored. Once ranked, the top 8-10 people will get interviews.

7. [53765](#) Announcement from the Chair: Alice O'Connor, Chair
- A. Client Appreciation Event, December 5
  - B. December Board Meeting Cancellation Notice
  - C. Statement of Interest Reminder

The December board meeting is cancelled.

Please remember to RSVP for the Client Appreciation Party on December 5.

## ADJOURNMENT

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