



City of Madison

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

Meeting Minutes - Approved ROOM TAX COMMISSION

Thursday, September 6, 2018

4:30 PM

Monona Terrace Community &
Convention Center
One John Nolen Drive Madison, WI 53703
Ballroom C

CALL TO ORDER / ROLL CALL

Present: 5 - Michael E. Verveer; Keith Furman; Thomas J. Ziarnik; Sally Miley and Sylvia Moss

Absent: 1 - Glenn R. Krieg

Others Present: Gregg McManners, Lex Poppins, Joe Sensenbrenner, Deb Archer, Karin Wolf

Sally Miley, chair, called the meeting to order at 4:31 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Mike Verveer, seconded by Thomas Ziarnik, to approve the minutes from the June 12, 2018 Room Tax Commission meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

The following members disclosed their affiliations with the following boards:

Thomas J. Ziarnik - Monona Terrace Community & Convention Center Board

Sally Miley - Madison Opera Board of Trustees

Ald. Mike Verveer - Monona Terrace Community & Convention Center Board & Overture Center Foundation Board

ITEMS TO BE CONSIDERED

[52866](#)

2018 Room Tax Collections and Projection

David Schmiedicke, Finance Director, presented information to the Commission members on the 2018 Room Tax collections and projections.

[52867](#)

Long-term Financial Outlook

David Schmiedicke, Finance Director, presented information on the long term financial outlook of the Room Tax Fund to the Commission members.

[52868](#)

2019 Budget Discussion

The members of the Commission discussed the 2019 City Budget.

[52869](#)

Presentations

- a. Monona Terrace
- b. Overture Center
- c. Greater Madison Convention and Visitors Bureau
- d. City Arts Programming

The following made presentations regarding their requests for 2019 funding from the Room Tax Fund:

*Monona Terrace - Gregg McManners, Director

*Overture Center - Lex Poppins and Joe Sensenbrenner

*Greater Madison Convention and Visitors Bureau - Deb Archer

*City Arts Programming - Karin Wolf, Arts Administrator

[52973](#)

2019 Room Tax Commission Budget Decisions

A motion was made by Ald. Mike Verveer, seconded by Ald. Keith Furman to amend the 2019 Room Tax budget to increase the subsidy to the Overture Center by \$100,000 (from \$1,900,000 to \$2,000,000). The motion was approved on a vote of 4:1:1 - AYES - Verveer, Furman, Miley, Moss; NOES - Ziarnik; EXCUSED - Krieg

A motion was made by Ald. Mike Verveer, seconded by Ald. Keith Furman to amend the 2019 Room Tax budget to provide a \$5,000 increase to Make Music Madison (from \$25,000 to \$30,000) and to provide \$20,000 to a new program for temporary downtown art installations. The motion was approved on a vote of 4:1:1 - AYES - Verveer, Furman, Miley, Moss; NOES - Ziarnik; EXCUSED - Krieg

A motion was made by Ald. Keith Furman, seconded by Ald. Mike Verveer to adopt the 2019 Room Tax Commission budget with amendments. The motion passed by the following vote:

Ayes: 4 - Michael E. Verveer; Keith Furman; Sally Miley and Sylvia Moss

Noes: 1 - Thomas J. Ziarnik

Excused: 1 - Glenn R. Krieg

ADJOURNMENT

A motion was made by Ald. Keith Furman, seconded by Thomas Ziarnik, to adjourn. The motion passed by voice vote/other. Meeting adjourned at 7:11 p.m.