



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

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

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Thursday, February 21, 2019

4:00 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 11 - Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; Steven Peters; Judith F. Karofsky; Glenn R. Krieg; Thomas J. Ziarnik; James Ring and Chet Gerlach

**Excused:** 2 - Jane Richardson and Mark Clarke

### APPROVAL OF MINUTES

A motion was made by Karofsky, seconded by M. Richardson, 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. [54689](#) Monona Catering 2018 Year-End report: Wendy Brown Haddock, General Manager  
  
Attachments: [MCrpt 02-21-19.pdf](#)  
  
2018 was a stable revenue year for Monona Catering, up 0.03% from 2017. Revenue growth was affected, in part, by the cancellation of a large event that unfortunately outgrew Monona Terrace's capacity.
2. [54691](#) Finance Committee Report: Glenn Krieg, Committee Chair  
  
A motion was made by Verveer, seconded by Ziarnik, to Approve the 2020 Base Room Rental Prices and the 2020 Guest Price List for Equipment and Services. The motion passed by voice vote/other.
3. [54693](#) Community Events Sponsorship and Year-End report: Bill Zeinemann, Associate Director - Marketing and Event Services  
  
The new Community and Public Relations Manager, Kristen Durst was

introduced to the board. She has a PR and Journalism background and most recently worked for the State Bar of Wisconsin.

Community Programs and Tours served 45,310 people in 2018. This was a 4% increase in attendance from 2017. A robust team of 79 volunteers donated over 2,000 hours to assist with programs and other activities.

Friends of Monona Terrace hired two hourly personnel in 2018 to raise funds for community programs. The grant writer they hired, has captured over \$8,000 in grants for a variety of community programs. The other hire has coordinated the launch of a new membership program. So far, it has raised \$2,100 and counting.

In 2018 Community Programs received support from 16 sponsors/grantors and 163 program partners.

4. [54695](#) Finance 2018 Year-End Report: Jeff Boyd, Business Manager

**Attachments:** [finance rpt December.pdf](#)

December was a month with high expenses due to the planned purchases of supplies to help reduce costs for 2019. The AV equipment rental also significantly raised Monona Terrace expenses for December.

The (pre-audit) financial year-end reports shows a revenue surplus of \$258,000 for 2018. This surplus will be added to Monona Terrace's reserve fund.

5. [54697](#) Wisconsin Forward Award Application: Gregg McManners, Director

Monona Terrace has applied for the Wisconsin Forward Award. As part of the process, examiners will be sent to Monona Terrace in April to evaluate the organization in context of the application. They may spontaneously ask questions of staff members they see, set up formal interviews with employees, and possibly request to talk with a member or two of the board.

6. [54698](#) Quarterly External Environmental Issues Updates: Gregg McManners, Director

**Attachments:** [Public.Policy.Issues.pdf](#)

A list of public policy issues was distributed to the board. These are things that may have some effect on Monona Terrace now or in the future. (The list is attached)

There is no update on the JDS project, however the city will be issuing an RFP for block 88, opening the site to all types of development. It was also noted that JP Cullen was awarded the public works contract to build the podium above the underground parking.

7. [54699](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

**Attachments:** [bkpace Jan 2019.pdf](#)

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2019	Budgeted	Projected
Banquets	192	160
Meetings	170	184
Conferences	25	23
Conventions	31	34

8. [54700](#) 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\\_02-21-19.pdf](#)

**There were no questions about the attached report.**

9. [54701](#) Announcement from the Chair: Alice O'Connor, Chair  
A. Nominating Committee needs to meet before the March 21 Board Meeting  
  
**Sue Sabatke has volunteered to join the Nominating Committee. The committee will need to meet before the next board meeting.**

#### ADJOURNMENT

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