



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, March 21, 2019

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; Ricardo A. Gonzalez; Susan Sabatke; Steven Peters; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg; James Ring and Chet Gerlach

Excused: 3 - M. Alice O'Connor; Mark J. Richardson and Thomas J. Ziarnik

APPROVAL OF MINUTES

A motion was made by Verveer, seconded by Gonzalez, 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 at this meeting.

NEW BUSINESS

1. [55083](#) Forward Wisconsin Award: Brett Remington

Attachments: [MTCCC 2019 WFA.pdf](#)

The Wisconsin Forward Award is Wisconsin's premier recognition for work place excellence. The program is administered by state government and provides an objective framework designed to define excellence in business practices. In 2019, Monona Terrace has applied for the award and as a result will receive valuable feedback regarding both its strengths and its opportunities to improve. The goal of the program is to increase the value of an organization to its stakeholders and to improve performance by the organization. Board members were encouraged to review the application to get a deeper understanding of what Monona Terrace does, how it is done, and how the board fits into the organization's processes.

2. [55084](#) Slate of Officers presented for vote in April

The Nominating Committee has selected the following slate: Alice O'Connor as

Chair, Judy Karofsky as Vice Chair and Jim Ring as Secretary.

A motion was made by J. Richardson, seconded by Ring, to Approve the slate of officers. The motion passed by voice vote/other.

3. [55085](#) Booking Pace Update: Bill Zeinemann, Associate Director - Marketing and Event Services

Attachments: [bp_2-28-19.pdf](#)

2019	Budgeted	Projected
Banquets	192	161-165
Meetings	171	182-185
Convos	31	32
Confs	25	24 + 1 pending

Bookings are on pace and well positioned to meet 2019's budget. Current projections have event revenue down by 6% but that is common this early in the year.

4. [55086](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [February financials.pdf](#)
[January financials.pdf](#)

January's event numbers were under budget, however; event revenue was up by 2%. This was helped along by the short-term booking of the Governor's Inaugural Gala. Additionally, January's expenditures were down by 7% thanks to the purchase of supplies late in 2018. This led to a surplus of \$34,000 for the month.

February's event number were up, however due to the fact that there was only 1 conference vs. a budgeted 3, the event revenue was down by 21%. Even with expenses coming in under budget by 1% the total revenue for February was short by \$62,000. Year-to-date this results in a revenue deficit of \$29,000.

5. [55087](#) 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_03-21-19.pdf](#)

A draft of the 2018 Annual report was shown to the Board. The finalized report will be released in April.

More developments in the JDS project cropped up over the week. The city is making tremendous efforts to reach an agreement with Beitler on this project.

ADJOURNMENT

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