



City of Madison

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

Thursday, June 20, 2019

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Steven Peters; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg and James Ring

Excused: 2 - Susan Sabatke and Thomas J. Ziarnik

APPROVAL OF MINUTES

A motion was made by Karofsky, seconded by Gonzalez, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

There was a quorum of the the Monona Terrace Booking Event Assistance Advisory Committee

NEW BUSINESS

1. [56268](#) AEC Campus Refurbishment: Mark Clarke, Executive Director, Alliant Energy Center

After a lengthy study, visioning process and master plan development, 2019 is seeing the beginning of implementation. This multi-phased plan will likely span a decade at least.

The plan divides the 164-acre campus into sections for the project. The first phase is a 200,000 sq. ft. expansion of the Exhibit Hall. The pre-design work for this project is done and a budget should be issued by September. The architectural schematics will be ready by October. This project was slated for funding by a grant of \$30M from the State of Wisconsin. Unfortunately, the joint finance committee very recently rescinded this offer. This sets the project back about 2 years.

Future phases of campus renovation include removal of the current arena and creation of a plaza and a new arena in its place, the development of a section for mixed-use private enterprise, the redesign of Rimrock Road exits and the

addition of a ring road, storm water improvements, and the construction of multilevel parking ramps.

2. [56269](#) 2020 Operating Budget: Gregg McManners, Director

The next board meeting is scheduled for August 15. Also in August, the Room Tax Commission plans to review the 2019 operating budget. Ideally, the board as well as the Finance Committee will meet to approve this budget prior to the Room Tax Commission meeting. There is the slight chance that the Room Tax Commission will meet before August 15. In this case, it would be prudent to hold a board Finance Committee meeting and a board Executive Committee meeting to review and approve the budget before the Room Tax Commission meets.

A motion was made by Clarke, seconded by J. Richardson, to consent to convening the board Finance and Executive subcommittees to review and approve the Operating Budget prior to the Room Tax Commission's next meeting, should it be held before the August 15 board meeting. The motion passed by voice vote/other.

3. [56270](#) Strategic Planning Steering Committee: Gregg McManners, Director

All board members on the Strategic Planning Steering Committee have readily agreed to continue to serve. They will be instrumental in forming the strategic plan for the next 3 years. To start, a PESTLE Analysis will be held on August 29 and all board members are invited to attend.

4. [56271](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bcp_5-31-19.pdf](#)

2019	Budgeted	Projected
Banquets	192	166
Meetings	171	175-178
Conferences	25	24 + (1 pending, 1 tentative)
Conventions	31	33

The pace shortfall in banquets is made up for by overages in the number of meetings and conventions. It also helps that the banquet events are spending more than average.

There are still multiple large convention/conference events yet to be held this year, factoring them in, event revenue is projected to make budget (\$4.218M) by year's end.

5. [56272](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [may_finances.pdf](#)

Total revenue for May is at a deficit of \$130,000. The conventions budgeted for May spent half as much as projected. In addition, a staff member retired and the payout bumped up expenses. Year-to-date, the event revenue is right on

target, but expenses are up 2% leaving a deficit of \$62,000.

6. [56276](#)

Agenda Modification: Gregg McManners, Director

The board was asked to consider whether they would like a change in the content or order of content on the board agenda. It was noted that members would like one or two details pulled out of the board report to be discussed in more depth, and if possible explained by the staff who are involved in it.

7. [56274](#)

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 06-20-19.pdf](#)

Landscape Maintenance worker, Tony Gomez-Phillips will be invited to report to the board about his sustainable landscape work on the rooftop

The Monona Terrace expansion study is on hold. Staff will be meeting with Destination Madison in July to discuss collaboration with them on the study.

The personalized rooftop tile program is on hiatus due to problems with productions of the tiles. There has been many issues with the manufacturer regarding the consistency of the tiles in color and texture. Timeliness of production has also been a problem. Until these concerns are worked out, tile sales have been halted

8. [56278](#)

Announcements from the Chair: Alice O'Connor, Chair

- A. There is no Board Meeting in July
- B. The Finance Committee will need to meet before the Board Meeting, August 15

ADJOURNMENT

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