



City of Madison

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

Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Thursday, September 19, 2019

4:00 PM

One John Nolen Drive
Hall of Fame Room

CALL TO ORDER / ROLL CALL

Present: 9 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Steven Peters; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg and James Ring

Excused: 2 - Ricardo A. Gonzalez and Susan Sabatke

APPROVAL OF MINUTES

A motion was made by Karofsky, seconded by Clarke, to Approve the Minutes.

The motion passed by voice vote/other.

Excused: 2 - Ricardo A. Gonzalez and Susan Sabatke

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [57469](#) Guest: Mayor Satya Rhodes-Conway

The mayor discussed four priorities she has while in office where she feels Monona Terrace has some intersection in the realization of these goals.

Rapid Transit: She wants a long-term solution to connect the airport to the downtown and Alliant Energy Center as well as Hotels and the Metro. This is something that would have a positive effect on attendees of events and opportunities for employment at Monona Terrace.

Preparing for Climate Change: The fact the Monona Terrace is a Gold Level LEED building is fantastic, and the mayor wants to support the facility as it applies for the Platinum Level.

Community Engagement: The mayor knows that this is one of Monona Terrace's mandates. She is working to unite city departments to increase the strength of their efforts to engage with the community.

Racial Justice and Equity: The mayor wants equitable access for all in the community. Monona Terrace's efforts to concentrate on recruitment of a diverse workforce and vendors, as well as continuing to keep the facility accessible to the public is appreciated.

In regards to the Executive Director Recruitment, City HR will be organizing and leading the recruitment; however, the board will play a role in interviewing, recommending candidates and ultimately will vote on the mayor's selection. The mayor feels that she will have to appoint an interim director as the recruitment and hiring process will not likely be complete by the time Gregg McManners retires.

As for JDS, the mayor remains hopeful overall. She said negotiations should not affect the timeline for opening the new parking ramp and demolition of Block 105.

2. [57471](#)

Room Tax Commission Report: Glenn Krieg

Allocation of the Room Tax is complete. There were three meetings in total. Monona Terrace has received the allocation expected, as has Destination Madison and Overture. Many other contenders for Room Tax money presented to the commission. All but \$162,000 of the fund was allotted.

Destination Madison's (DM) contract continues to increase their percentage of the fund. As it increases, the board expressed an interest in better understanding specific deliverables produced for MT and the City. The board would like to have a full picture of DM's effort in making Madison a more desirable destination.

3. [57473](#)

Strategic Plan Update: Connie Thompson, Associate Director of Operations and Quality

The board's Strategic Planning Subcommittee will meet 2-3 times over the next 2 months. They will be working from the August 29 PESTLE report. The committee intends to complete a first draft of the new strategic plan prior to the November 21 board meeting.

4. [57475](#)

Downtown Update: Gregg McManners, Director

Nothing more to report as the mayor covered JDS.

5. [57476](#)

Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp_08-31-19.pdf](#)

2019	Budgeted	Projected
Banquets	192	170
Meetings	171	169
Conferences	25	28
Conventions	31	32

Though banquets and meeting numbers remain soft, revenues for these events

have been higher than expected. Convention and conferences are pacing very well and event revenue is projected to be over by 3% this year.

2020	Budgeted	Projected
Banquets	172	200
Meetings	168	157
Conferences	25	22
Conventions	30	29

2020 is shaping up to be very similar to 2019.

6. [57478](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [finances 08 2019.pdf](#)

August was down 8 events and under budget by 4%. This, combined with a 3% increase in expenses resulted in the month end deficit of \$44,000. Year-to-date this results in a deficit of \$20,000. Fortunately, October will be a good month and November-December will be busier than usual, therefore, the year is projected to end with a surplus of \$50,000.

7. [57479](#)

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 09-19-20.pdf](#)

Tony Gomez-Phillips, Landscaper, and person at the forefront of Monona Terrace's sustainable gardening efforts will be reporting at either the October or November board meeting. Kristen Durst, Community Event and Public Relations Manager will visit as well to report on her social media efforts and the summer concert series.

ADJOURNMENT

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