



# 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, October 17, 2019

4:00 PM

One John Nolen Drive  
Meeting Room QR

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### CALL TO ORDER / ROLL CALL

**Present:** 9 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Susan Sabatke; Mark Clarke; Judith F. Karofsky and James Ring

**Excused:** 2 - Steven Peters and Glenn R. Krieg

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

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

### NEW BUSINESS

1. [57729](#) Destination Madison 3rd Quarter Report: Deb Archer, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

**Attachments:** [MT\\_report\\_Q3\\_2019.pdf](#)

DM will complete their strategic planning for 2020-2022 in mid-December. They are developing four pillars that include sales and marketing, placemaking, community engagement and sustainable organization.

They provided data on hotel room inventory growth, occupancy and average daily rate. In Madison as a whole room availability was up 5.1%. Occupancy rate for the downtown has declined 4.4%, but in greater Madison it's only down 3.1%. Average daily rate was up by 6.1% downtown and up 3.2% in greater Madison. Booking of hotel rooms is on pace for all years except 2021, which has been consistent with the national trend.

In the 3rd quarter DM and MASC have achieved 85.96% of their Direct Spending

goal for Madison. They are at 50.45% of their goal in contract revenue for Monona Terrace. Their goal is \$705,000 and at this point, it's likely they will be just shy of this goal at year's end. As of this report they have booked 15 definite contracts for Monona Terrace (Between DM and MASC) along with 3 pending contracts.

2. [57730](#)

Presentation: Tony Gomez-Phillips, Facility and Landscape Maintenance

Tony Gomez Phillips has been working on a 3-5 year plan to turn the rooftop landscaping into a sustainable garden. He started by researching Frank Lloyd Wright's thoughts on landscaping. The architect had several tenets for Tony to build on:

- Use native plants
- Prioritize texture, shape and form above color
- Allow natural growth
- Preserve vistas
- Expose the building's foundation don't cover it
- Use sculpture in scale

With a large contingent of volunteers and assistance from staff he has been able revitalize the rooftop planting primarily native perennial plants. They have contributed to the health of the environment and ecosystem drawing many pollinators, and because these plants are hearty, they require much less water. He is currently in the midst of a renovation of several of the rooftop planters, multiple diseased and root bound trees have been removed, however he will be replacing them with native redbud trees.

There is still much work to be done, and many more areas to focus on around the building. This is just the beginning of the shift to sustainable, environmentally sound landscaping on all of the property.

3. [57731](#)

Downtown Update: Gregg McManners, Director

Block 88 continues moving forward with negotiations. They are currently deciding on the name for the new parking garage, they will not be using "Government East."

4. [57732](#)

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

Attachments: [bp\\_09-30-19.pdf](#)

Event bookings are on pace.

5. [57733](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [finances\\_09-2019.pdf](#)

September had only 43 events of a budgeted 55. Though there were 2 more conferences than budgeted, banquets were down by 11. Operating revenues were down 2%, and expenses were up 4%, which resulted in a month's end deficit of \$34,000. Year to date the budget shortfall is \$53,000. This should be made up for by year's end with robust event revenue anticipated for

October-December.

It is important to note that if Finance had not added \$270,000 in inter-departmental expenses, the budget would have a surplus. Continued expense increases of this amount will not be sustainable in the long run.

6. [57734](#)

Director's Report: Gregg McManners, Director

- A. Culture Update
- B. Administration
- C. Operations
- D. Community Relations
- E. Gift Shop
- F. Sales and Marketing
- G. Event Services
- H. Business Office/Human Resources
- I. Catering

Attachments: [rpt\\_10-17-19.pdf](#)

There were no questions regarding the board report.

#### ADJOURNMENT

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