



City of Madison

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

Thursday, November 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; M. Alice O'Connor; Mark J. Richardson; Ricardo A. Gonzalez; Steven Peters; Mark Clarke; Judith F. Karofsky; Glenn R. Krieg and James Ring

Excused: 1 - 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.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

A quorum of the Monona Terrace Booking Event Assistance Advisory Committee was present.

NEW BUSINESS

- [58264](#) Staff Recognition: Andrea Miller

Andrea Miller will be retiring in January of 2020. She has been an employee of Monona Terrace since 2001. She has been an invaluable part of the Finance Department, single handedly processing and billing 12,120 events equaling \$75M. She blazed a trail, creating most of the billing procedures for use of MT's specialized event software. She has been meticulous and diligent about her work from day one and will be dearly missed.

The board chair thanked Andrea for her service to Monona Terrace and the City of Madison.
- [58266](#) Hiebing Presentation

Hiebing shared their latest brand refresh for Monona Terrace. This new direction was designed to help the organization stand out in a crowded market as well as focus on what Monona Terrace does best. Using hundreds of Guest Surveys and testimonials as inspiration they have come up a creative core

idea for the direction of the brand refresh. This theme idea is that “We orchestrate your incredible.”

The ads will focus on description of true and outstanding experiences created by Monona Terrace. This brand framing will be iterated across all of the markets: corporate, nonprofit, wedding, community, etc.

3. [58267](#) Strategic Planning Committee Report: Mark Richardson, Committee Chair

The committee took to this process by first answering these questions: what about the current strategic plan is working and what needs improvement? The resulting discussion focused on increasing efforts on four goals: racial equity and outreach, sustainability both environmental and financial, stakeholder engagement including government and community, and collaboration with Destination Madison. The committee also discussed aligning each strategic objective with one of the City of Madison’s 7 elements of a great city. These strategic objectives are in draft form but once finalized they will be used by Monona Terrace Staff to construct action plans for the next three years.

4. [58268](#) Downtown Update: Gregg McManners, Director

The negotiations regarding Block 88 are near to an agreement. Stone House Development’s agreement has been introduced to the Finance Committee. The buyout amount for the podium space has yet to be decided. There will be 161 apartments, a bike center, and retail space. The completion date is August of 2021. The new parking garage should open for use in February. Demolition of the Government East Parking Ramp will follow.

Monona Terrace and Destination Madison have chosen HVS Consulting to study the effect that the addition of approximately 1,000 more hotel rooms to the current inventory (with no additional meeting space) will have on the market. They will research whether an expansion of Monona Terrace as delineated in the Nolen Waterfront/Law park plan, is warranted. They will present their findings to the board next year.

5. [58269](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp 10-31-19.pdf](#)

Though banquet numbers were down this year, the event revenue stayed on budget. Fortunately, events were spending more than anticipated, and this made up the difference. Event revenue for 2019 should end the year up by 10%. Overall revenue is anticipated to be up by 8%.

	2020	Budgeted	Projected
Banquet		172	184
Meeting		168	144
Conference		25	22 + 5 tentative
Convention		30	30 + 1 tentative

Meeting booking is soft now but meetings generally book on a more short-term basis, so there is time to catch up.

6. [58270](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [finances 10-2019.pdf](#)

October was a great month with both banquet and meeting average spend per event up by several thousand dollars. Total operating revenues were 24% up and expenses were up 6% leaving a revenue surplus of \$108,000 for the month and \$56,000 for the year.

Next year's financial concerns include 4 retirements and the city does not permit agencies to budget for retirements.

7. [58271](#) 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 11-21-19.pdf](#)

There were no questions regarding the report.

8. [58273](#) Announcements from the Chair: Alice O'Connor, Chair

- A. Client Appreciation Event: December 11; 5 - 7PM
- B. December Board Meeting Cancellation Notice
- C. Ricardo Gonzales Resignation

Ricardo Gonzales is retiring from the Monona Terrace Board and from public service in general. He will be working on a passion project, to improve the American/Cuban relationship.

ADJOURNMENT

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