



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved ROOM TAX COMMISSION

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Friday, September 13, 2019

4:00 PM

215 Martin Luther King Jr. Blvd  
Room 206 (Madison Municipal Building)

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Sally Miley, chair, called the meeting to order at 4:00 p.m.

### CALL TO ORDER / ROLL CALL

### APPROVAL OF MINUTES

A motion was made by Krieg, seconded by Moss, to Approve the Minutes with the following edit; remove reference to Mike Verveer on the Destination Madison Board. The motion passed by voice vote/other.

### PUBLIC COMMENT

There were 7 registrants.

### DISCLOSURES AND RECUSALS

Sally Miley - Madison Opera Board of Trustees  
Ald. Sheri Carter - Destination Madison  
Glenn Krieg - Monona Terrace Community and Convention Center Board  
Thomas J. Ziarnik - Monona Terrace Community and Convention Center Board  
Ald. Michael Verveer - Monona Terrace Community and Convention Center and Overture Center Foundation Board of Directors.

### ITEMS CONSIDERED

1. [57376](#) Presentation - Dane County/Henry Vilas Zoo

Attachments: [Room Tax Commission -- 9-13-19.pdf](#)  
[DTM Letter.pdf](#)  
[GMHLA City of Madison Room Tax Commission 20190912.pdf](#)  
[Letter to Room Tax Commission.pdf](#)  
[2020 Room Tax Fund Condition Adopted 9-16-19.pdf](#)

Presentation on county budget proposals for the Zoo made by Charles Hicklin, County CFO and Ronda Schwetz, Zoo Director.

Commission members requested that in the future, Dane County provide written materials regarding changes in Zoo funding and asked that city-appointed representatives on the Zoo Commission participate in decisions on the Zoo budget. Commission members also asked for further background on the disposition of Zoological Society funds.

2. [57190](#) 2020 Budget Discussions

A motion was made by Ziarnik, seconded by Carter, for a 3% revenue growth rate. The motion passed by voice vote/other.

A motion was made by Krieg, seconded by Moss, to add \$100,000 to the Monona Terrace subsidy above requested amounts. The motion was Tabled.

A motion was made by Ziarnik, seconded by Verveer to accept the Budget Motion as shown below. The motion was Tabled.

- o Add \$50,000 to Monona Terrace subsidy above requested amounts
- o Add \$50,000 to Overture subsidy
- o Add \$12,500 to Arts funding
- o Fund Destination Madison at 28% of prior year room tax collections, per the contract with the City of Madison
- o Amendment to the Motion – Verveer / Carter
  - Provide a total increase of \$100,000 to Overture subsidy

A motion was made by Verveer, seconded by Carter for a 4% revenue growth rate. The motion was Tabled.

3. [57191](#) 2020 Budget Decisions

A motion was made by Verveer, seconded by Carter, to accept the final budget decisions. The motion passed by voice vote/other.

- Final Budget Motion – Verveer / Carter – Passed -- Voice Vote
  - o Growth rate of 4%
  - o Monona Terrace subsidy increased by \$50,000
  - o Overture subsidy increased by \$95,000
  - o Arts funding increased by \$12,500
  - o Destination Madison funded at 28% of prior year revenues, per contract

## ADJOURNMENT

A motion was made by Moss, seconded by Ziarnik, to Adjourn at 6:28 p.m. The motion passed by voice vote/other.