



# 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

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Thursday, July 16, 2020

4:00 PM

Via Virtual Meeting

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### CALL TO ORDER / ROLL CALL

**Present:** 9 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Steven Peters;  
Brent McHenry; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and  
James Ring

**Excused:** 2 - Mark J. Richardson and Aureliano Montes

### APPROVAL OF MINUTES

A motion was made by J. Richardson, seconded by Verveer, to Approve the Minutes. The motion passed unanimously.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are both members of the Room Tax Commission, Alice O'Connor and Mike Verveer are both members of the Monona Terrace Booking Assistance Advisory Committee

### DISCUSSION ITEMS

1. [61304](#) Finance Committee Report: Glenn Krieg, Committee Chair

Attachments: [2021OperatingBudget.pdf](#)

A motion was made by Krieg, seconded by J. Richardson, to Approve. The motion passed unanimously.

2. [61305](#) Room Tax Committee Update: Glenn Krieg and Mike Verveer, Commissioners

Attachments: [Room Tax Motion -- Amending 2020 Adopted Budget -- 7-7-2020.pdf](#)

At the July 7 Room Tax Commission meeting commissioners had to decide how to reallocate the Room Tax Fund now that COVID19 has created a shortfall, thereby making previous allocations impossible to fulfill in 2020. After

the May meeting, Alder Verveer requested that the City Finance Director have conversations with the entities supported by the room tax fund in order to put together an offer that could be discussed by the commissioners. This offer was a compromise for all of the entities; however, Monona Terrace was the most negatively impacted. The motion that resulted from the Finance Director's conversations, and that was approved by the Room Tax Commission cut Monona Terrace's room tax funding by 51%.

3. [61306](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc\\_06-2020-v2.pdf](#)

2020	Budgeted	Projected
Banquets	172	63
Meetings	168	70
Conference	25	9 + 1 pending
Convention	30	9

Forecasting the booking pace and revenue for 2021 is based on the assumption that the first third of the year will be slow, picking up during May, and returning to normal rates for the last two-thirds of the year.

2021	Budgeted
Banquets	170
Meetings	166
Conference	22
Convention	30 +1 pending, 3 tentative

290 events have been cancelled completely for this year, 66 other events have been cancelled for 2020, but rebooked for a future year. Additionally, 86 new event bookings have been made since March, most are for 2021, but several are planned for late 2020.

4. [61307](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [June\\_finances2020.pdf](#)

June had \$29,000 in ancillary revenue. There were only 2 events, and these were internal Community Event video recordings of performances for Lake Side Kids, so they were not revenue generating, but are great community outreach mechanisms and have been well received by the public. Staff was able to cut expenses down from budgeted by almost half, due to redeployment of staff, workshare programs and reduction in service and supply purchases. The month ended with a \$312,000 deficit and year-to-date the shortfall is a little over \$1M.

5. [61308](#) Director's Report: Connie Thompson, 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\\_07-16-20.pdf](#)

The virtual Lakeside Kids and Meditation/Yoga events have been very well received by the community. The Community Events department has partnered with the Senior Center for an upcoming virtual program on positivity.

Operations staff has been certified for the GBAC cleaning program. Getting the building certified is a process similar to LEED-EB certification. A staff team is working on this diligently.

Judge Doyle Square released a 2nd quarter report. Beitler is working with a new team on hotel development. This is the third hotel development team.

The rooftop restrooms remained closed due to insufficient staffing levels and inability to ensure proper bathroom sanitation. After hearing concerns from MT Board members, rooftop visitors, café customers and others, staffing has figured out a way for the eastside restrooms to be open during café hours, daily 11am-3pm (Fri-Sun 4pm).

Dane County Public Health has convention centers following the mass gathering restrictions of 10 people inside 25 people outside; however, restaurants are currently allowed to have 50% percentage of their maximum room capacity in their facilities. Places like Garver Feed Mill are being classified as restaurants and are advertising that they can have up to 250 people outside in their patio area. Staff is reaching out to Public Health to determine why the rules are not applied more equitably and if changes can be made to convention center capacities, specifically the rooftop and Exhibition hall. Mike Verveer and Steven Peters have requested to be copied on communication with Public Health to support Monona Terrace's needs in this matter.

## ADJOURNMENT

A motion was made by Krieg, seconded by Richardson, to Adjourn. The motion passed unanimously.