



City of Madison

City of Madison
Madison, WI 53703
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?*

Thursday, October 15, 2020

4:00 PM

Virtual meeting via Zoom

CALL TO ORDER / ROLL CALL

- Present:** 9 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Aureliano Montes; Andrea R. Nilsen; Steven Peters; Brent McHenry; Judith F. Karofsky and Glenn R. Krieg
- Absent:** 1 - Mark J. Richardson
- Excused:** 2 - Eric A. Rottier and James Ring

APPROVAL OF MINUTES

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

1. [62585](#) 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

2. [62575](#) Downtown Recovery Efforts: Jason Ilstrup, President, Downtown Madison Inc.
- Various challenges have caused uncertainty for businesses downtown. Because of COVID, only 15-20% of the 50,000 people who normally work downtown are still commuting. Additionally, there has been a huge drop in tourists and event attendees due to the cancellation and closing of crowd drawing activities, businesses and events. So far, 25 businesses have been shuttered in the Downtown Business District. Winter will make it even harder on the remaining businesses.
- The increased awareness in racial equity issues in combination with the effects of COVID-19 has changed people's opinion on what downtown Madison can be, opening the opportunity to create a more vibrant and equitable downtown.

Moving forward and building a stronger downtown will require robust public and private partnerships. In light of that, a group of diverse leaders from all over the city has come together. They are keenly aware of the issues; creating short and long-term goals and collaborating with the Department of Public Health. The group has created three taskforces: 1) Equity 2) Economic Development and 3) Activation & Programing. These teams are working on innovative ways to get the downtown moving economically, but safely.

Mr. Ilstrup frames this situation, not as a “recovery effort,” but rather as a “reimagining” of the downtown. He is very optimistic, noting that Forbes, Bloomberg and Brookings, have all listed Madison among top ten cities with the potential to rebound more quickly than others do. He is certain that downtowns are going to recover because, historically, they always do.

3. [62577](#)

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

Attachments: [bkgpc_9-2020.pdf](#)

2020 has been a challenge, 409 events have cancelled, 77 additional events have had to rebook for future years. Fortunately, our wedding clients view us as a stable organization, unlike other wedding venues crop up and then disappear. The sales team has 100 new events on the books primarily for 2021, of course the closer 2021 draws, if COVID-19 restrictions are not lifted, it will start eating away at first quarter revenues. The staff have budgeted accordingly, with expected revenues lower in the first quarter.

2020	Projected	# Down from Budget
Banquet	28	-144
Meeting	31	-137
Conference	5	-20
Convention	5	-25

For 2021 there are 226 events with contracts signed along with several pending.

2021	Projected
Banquet	151
Meeting	135
Conference	15 (+3 pending)
Convention	25 (+4 pending)

4. [62582](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [finance-rpt_9-20.pdf](#)

There were 8 events in September six of which were community events. Overall, very little revenue generated. Expenses remain lower dues to staff austerity measures. Savings on payroll will continue, as several employees have confirmed redeployed positions thru the end of the year.

At this time 147 events have been refunded a total approximately \$408,000. Staff projects that 2020 will have a deficit of 75% in building revenue.

5. [62584](#) 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_10-15-20.pdf](#)

Staff is actively working with downtown partners to inform Public Health about reopening best practices. Other industry groups have been meeting with the Dane County Executive and Mayor to influence and inform their policies for reopening. Part of this effort has included a public information campaign. They are working on newspaper articles that explain the state of the industry.

It is important to talk through scenarios now so the industry is ready with a plan in place that Public Health will support when the time comes.

ADJOURNMENT

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