



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, January 21, 2021

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 11 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Steven Peters; Brent McHenry; Judith F. Karofsky; Glenn R. Krieg and James Ring
Excused: 1 - Eric A. Rottier

APPROVAL OF MINUTES

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

1. [63001](#) 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.

NEW BUSINESS

2. [63180](#) Amending the Fund Policies and Guidelines by approving the creation of Guideline 4 to Permit the Monona Terrace Booking Event Assistance Advisory Committee to Waive Guidelines.
Attachments: [V4- Amend MTEBAF Guidelines.pdf](#)
A motion was made by Ring, seconded by Richardson, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.
3. [63787](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services
Attachments: [bp 11-30-20.pdf](#)
[bp 12-31-20.pdf](#)

In 2020, there were 463 events canceled due to COVID. This represents a revenue loss of approximately \$4.4M. An additional 89 events were rebooked into future years. The sales department had 143 new bookings, currently in various phases of contracting.

2020 Budget	Projections (pre-covid)	2021 Projections
Banquet	172	130
Meetings	168	101
Conventions	25	18
Conferences	30	13

For 2021 the sales team is working with 238 events. The sizes of the events are staying the same but Public Health orders will determine whether or not they can be hosted at that attendance level. Unfortunately the frequency of meeting bookings is trending down. First and second quarter events are getting cancelled based on Public Health restrictions. Quarters three and four still have a decent book of business. Many of the events are only temporarily gone due COVID and once the financial picture improves they are expected to return. A few of the cancellations are moving to areas of the state with looser Public Health orders (Wisconsin Dells, for example).

Looking ahead at 2022, staff is working with 99 events which within the booking pace "ball park" of previous years. In Jan 2019 it was 108 events for 2020 and in Jan 2020 it was 113 events for 2021.

4. [63788](#)

Finance Report: Jeff Boyd, Business Manager

Attachments: [financials 11-2020.pdf](#)

November had 4 meetings, the Recount was one of these. Based on projections, staff reduced expenses by a net of \$100,000 for the month.

December finances should be completed by February's meeting. The December numbers will include the Recount revenue and also the DOA grant.

The department will be holding nine positions open for the remainder of 2021. Currently, eight permanent employees have been redeployed to other city agencies (4 of which are temporarily classified as parks employees) The hours worked by redeployed staff are charged to the department employing them.

The condition of the 2020 Room Tax Fund should be known by the end of the first quarter. Based on forecasts, City Finance has requested Monona Terrace cut another \$600,000 from 2021 budgets. Staff has been able to find approximately \$560,000 in savings at this time.

5. [63789](#)

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_01-21-21.pdf](#)

The Recount event had several positive comments shared by attendees as compared to only one negative email. We have no knowledge of anyone contracting COVID, because the Health department says they were not contact tracing at 100% during that time. Additionally, many of the people attending the recount were not from Dane County.

The mayor has requested that all City departments participate in a workshare program, this is the second time Monona Terrace has done a workshare program with staff. This time, 22 staff have been enrolled in the plan. It started Jan 31 and continues until Mar 15. This should offer some savings to the payroll budget.

George Austin is concluding his leadership duties for Judge Doyle Square. The project has had setbacks due to COVID and financing; however, Beitler remains committed to building the hotel.

HVS completed their hotel and meeting space feasibility study and will be presenting at the February board meeting.

Monona Terrace has submitted the LEED Certification application, if awarded all the points that have been applied for the building will be certified at the Platinum level.

Members of the Hospitality industry have been working with Public Health to develop better clearer language for their Public Health orders. As restrictions loosen, the industry want a clear understanding of what kind of business can be conducted. The group continues to sharing documentation and guidance from counties nation-wide regarding reopening efforts. There is hope that a template can be developed, one that guides any business through all the requirements necessary to open safely and comply with Public Health.

As of this meeting, the Home Retail Store has been placed on hold by Public Health. This store was not to going to be a typical trade show. It was carefully designed to maximize safety. The booths are positioned 10 feet apart, the aisles are twenty feet wide. A one way traffic flow has been established and vendors are doing retail and informational transactions only.

Monona Terrace will continue to store the state street murals either onsite or in offsite storage.

6. [63790](#)

Announcement from the Chair: Alice O'Connor, Chair

A finance committee meeting will need to be held prior to the February 18 board meeting.

ADJOURNMENT

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