



# 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, August 20, 2020

4:00 PM

via Virtual Meeting

---

### CALL TO ORDER / ROLL CALL

**Present:** 10 - Michael E. Verveer; M. Alice O'Connor; Mark J. Richardson; Aureliano Montes; Steven Peters; Brent McHenry; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring

**Excused:** 1 - Jane Richardson

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [61805](#) Public Comment  
  
None.

### DISCLOSURES AND RECUSALS

Eric Rottier is a member of Destination Madison Board of Directors, 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. [61767](#) Destination Madison Report: Deb Archer, President CEO, Diane Morgenthaler, Executive Vice President, and John Leinen, Vice President of Sales, Destination Madison

**Attachments:** [rpt\\_DestinationMadison.pdf](#)

A conversation has been started with the Dane County Department of Health about increasing event capacities, especially for the mass gatherings category, of which all events at Monona Terrace fall under. DM and other local industry leaders would like to have mass gatherings subcategorized, for instance a business meeting should not fall under the same category as a festival.

To date, 81 DM contracted conventions have cancelled, resulting in a loss of \$54.5M in direct spending and the loss of over 105,000 hotel room nights.

Across the nation, visitors' bureaus are reporting that lead generation has dropped about 75%. Though meeting planners have drastically reduced the amount of event bookings, when business does pick up, they will be looking for specific attributes such as venues that are able to provide safe meeting environments with clear rules and guidelines around safety and cleanliness and large spacious meeting rooms that allow for distancing.

DM's current strategy is to focus on risk management and mitigation, safety and comfort of attendees with things like GBAC, and virtual hybrid meeting attendance. They are also looking at creating a small meetings campaign including "keep your meeting" home messaging. They are shifting production goals to activity and relationship development, as well as virtual events for meeting planners.

3. [61769](#) Room Tax Commission Meeting Update: Connie Thompson, Director

The next meetings for the Room Tax Commission will be on September 11 & 14. City Finance is going to meet individually with the recipients to find out what is needed for the 2021 fiscal year. Staff is compiling a report to present at the meeting. Data is still being analyzed by City Finance to determine what the projected 2021 Room Tax Fund level will be.

4. [61772](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

**Attachments:** [bkg\\_pc 7-31-20.pdf](#)

In summary for 2020, 347 events have cancelled, 67 events have rebooked into the future and 129 new events have been added to the calendar for 2021 and beyond.

2020	Budget	Projected
Banquets	172	42
Meetings	168	50
Conferences	25	7
Conventions	30	6

In 2021 there we have 245 events: 142 signed contracts, 11 contracts out, 82 holding space.

2021	Projected
Banquets	161
Meetings	159
Conferences	16 +1 Pending +3 Tentative
Conventions	29 +1 Pending +3 Tentative

5. [61774](#) Finance Report: Jeff Boyd, Business Manager

**Attachments:** [finances\\_July2020.pdf](#)

July had 4 events, 3 of which were virtual community events so revenue was minimal at \$5,000. Budget cuts year to date have been significant, with \$353,000 less in payroll, \$213,000 in supplies \$243,000 in services. A lot of effort has been made to reign in expenses that can be controlled.

6. [61776](#)

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\\_08-20-20.pdf](#)

The escalator and elevator maintenance contract with Otis was not renewed this year due to the fact that they do not have expertise in escalators. Based on recommendation from a consultant, Monona Terrace will be working with the city to manage the elevator maintenance contract, and will contract with a separate company that specializes in escalator maintenance/repair.

The GBAC Star Facility Accreditation application is nearly complete and ready for submission.

Monona Terrace assisted the Clerk's office by being an election site in April and the Clerk's want to do it again in November.

Monona Terrace is storing the murals that have been taken down from various downtown business windows. Talks are still in the works regarding a showing of the murals.

## ADJOURNMENT