



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved MONONA TERRACE BOOKING EVENT ASSISTANCE ADVISORY COMMITTEE

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

Monday, October 12, 2020

4:00 PM

Destination Madison via Virtual Meeting

Zoom Link:

<https://us02web.zoom.us/j/88966372121?pwd=Y0J3QlB1SzRWRHIMd0hLbDJTa0dRZz09>

Meeting ID: 889 6637 2121 Passcode: 332200

To Join by Phone +13126266799,,88966372121#,,,,,0#,,332200# US (Chicago)

CALL TO ORDER / ROLL CALL

Minute Taker: Kathleen Ripp

Guests: John Leinen, Jamie Patrick

Archer called the meeting to order at 4:00 p.m.

Present: 4 - Michael E. Verveer; Bill Zeinemann; Thomas J. Ziarnik and Deb Archer

Absent: 1 - M. Alice O'Connor

APPROVAL OF MINUTES

September 22, 2020: <http://madison.legistar.com/Calendar.aspx>

A motion was made by Zeinemann, seconded by Ziarnik, to Approve the Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Michael Verveer is a member of the City of Madison Room Tax Commission and is on the Monona Terrace Community and Convention Center Board. Tom Ziarnik is a member of the City of Madison Room Tax Commission.

REVIEW FUND ACTIVITY

There was no Fund Activity Memo for this meeting.

REVIEW FUTURE FUND REQUESTS

There were no Fund Requests to review for this meeting.

DISCUSSION ITEM

1. [62540](#) Discussion About MT BEA Fund Usage

As a result of the pandemic, impact on the future of face to face attendance for events has great uncertainty. Meeting professionals are dealing with event budget constraints, unknown attendee travel behaviors/desires/funding, safety protocols, integration of virtual attendance capabilities, social distancing impact on space usage, F&B delivery and more.

Destination Madison is requesting discussion points on these influences and impact on the current guidelines for usage of MT BEA funding. Two specific groups to be discussed are:

1. International Society for Stem Cell Research, ISSCR 2021 International Symposia - approved for MT BEA funding and currently contracted at Monona Terrace.
2. Collaborative Family Healthcare Association, 2021 CFHA Annual Conference - approved for MT BEA funding and currently in the process of contracting at Monona Terrace (contract is not definite yet).

Leinen reviewed the MT BEA fund usage memo and explained the differing scenarios.

After some discussion, Verveer suggested this be deferred to a future more lengthy meeting before he had to leave the meeting. Some discussion continued specifically about the two groups being considered.

Zeinemann acknowledged he will speak to City Attorney Brist on the guidelines and how to address funding guidelines related to the pandemic and unique situations facing clients.

A motion was made by Archer, seconded by Ziarnik, for an exception for these two groups mentioned above only and with the commitment from the clients that there will be a survey of attendees to identify hotel room usage, with funding being dependent on obtaining the survey. No other groups will be considered for exceptions until we have input from the City Attorney. The motion passed by voice vote/other.

ADJOURNMENT

A motion was made by Ziarnik, seconded by Zeinemann, to Adjourn. The motion passed by voice vote/other.