



# 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, June 17, 2021

4:00 PM

via Virtual Meeting

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### CALL TO ORDER / ROLL CALL

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

**Absent:** 1 - Brent McHenry

**Excused:** 2 - Jane Richardson and Steven Peters

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [65958](#) 3 minutes per 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. Eric Rottier is a member of the Destination Madison Board of Directors.

### PRESENTATIONS

2. [65949](#) DCR presentation: Kristy Kumar, Equity and Social Justice Manager, Department of Civil Rights

**Attachments:** [Equity and Social Justice\\_MT.pdf](#)

The city of Madison has fairly recently created an Equity & Social Justice division. This division is made up of four groups: Racial Equity & Social Justice Initiative (RESJI), Disability Rights Programs and Services, Neighborhood Resources Team, and the Language Access Program.

The purpose of the RESJI group is to establish racial equity and social justice as a core principle in all decisions, policies and functions of the city of Madison. They address three facets of city operation: equity in city operations, equity in city policies and budgets, equity in the community. A configuration of DCR staff teams and cross-agency teams along with individual agency teams are devoted to addressing inequities in city operations, policy, budget and the community.

## NEW BUSINESS

3. [65952](#) Mickey's Linen Contract Extension Approval: Connie Thompson, Director

Attachments: [LinenContract.pdf](#)

A motion was made by O'Connor, seconded by Verveer, to Approve. The motion passed unanimously.

## REPORTS

4. [65951](#) Room Tax Commission Update: Glenn Krieg and Mike Verveer, Commissioners

The Room Tax Fund took a huge hit in 2020. In addition, recent projections for 2021 show a \$4.5 million dollar shortfall from the projected room tax balance. Fortunately, many of the organizations that that are allocated room tax have applied for and received Federal and State grants along with PPP loans. On top of this, Overture was able to bring in a significant amount through its fundraising efforts. These alternate sources of funding do take some of the pressure off the room tax fund.

5. [65953](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc 05-31-21.pdf](#)

Booking has stabilized in 2021. Event erosion has subsided and sales is now adding events to the calendar.

	Projected	vs 2019
Banquet	111	(down 56)
Meetings	96	(down 74)
Conferences	7	(down 21)
Conventions	12	(down 20)

The re-forecasted revenues for 2021 show a shortfall of \$2M from the originally projected budget.

2022 should have incremental progress over 2021.

	Projected
Banquets	168
Meetings	157
Conferences	15 +4 pending and 4 tentative
Conventions	19 +4 pending and 2 tentative

6. [65954](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [Mayfinances 2021.pdf](#)

The majority of the event revenue loss over 2020 and 2021 is from conferences and conventions that were either cancelled or not rescheduled for 2021, due to COVID. In 2020, customer refunds amounted to \$466,000. So far in 2021, refunds amount to only \$26,000. Staff continues to keep operational expenditures down; this includes payroll, services and supplies. Year-to-date they've shaved off \$610,000 from the budgeted expenses. All redeployed staff, along with many hourly staff will be back in the building by mid-July, which will increase payroll expenses.

7. [65955](#) 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 06-17-21.pdf](#)

Staff met with Mark Richardson to formulate a plan to launch the Diversity, Equity and Inclusiveness (DEI) Ad Hoc committee. Mark is hoping to partner with and reach into networks are not currently being tapped. The committee plans to lay out a path for itself, the board, and staff.

As of Jun 16, Monona Terrace is open to public, though the gift shop has reduced hours and public tours will be offered on a reduced schedule. Vaccinated staff and guests will not have to wear a mask, unless on a public tour. Staff will also wear masks out of courtesy if requested by the client. Staff will be setting up dates and times to meet and greet new Alders. The board will be invited to join these sessions. Staff is also working to develop an equity and inclusion booking assistance fund. This will require finding a funding source. Talks regarding the 25-year anniversary celebration have started. When ready, staff will be asking the Operations/ Marketing Committee of the Board to join the efforts. Work on the contract the city has with Destination Madison is back underway, with a completion goal of September. Finally, the Mayor has authorized the hiring of five open positions.

JLL, the consultant working on the optimization study has been collecting much data from Monona Terrace and others. Once analyzed, they will recommend a plan with tiers of groups as it relates to activities, size, room nights, as well as, benefit to the city and the room tax fund.

8. [65956](#) Announcement from the Chair: Alice O'Connor, Chair
- A. A Finance Committee meeting will be held before the August 19 Board Meeting.
  - B. July Meeting Cancelled

The finance subcommittee will need to meet before the August 19 board meeting  
The July board meeting is cancelled.

**ADJOURNMENT**

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