



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 19, 2021

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

- Present:** 9 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Steven Peters; Brent McHenry; James Ring and Angela Bozo
- Excused:** 4 - M. Alice O'Connor; Judith F. Karofsky; Glenn R. Krieg and Eric A. Rottier

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [66948](#) 3 mins per person

None.

DISCLOSURES AND RECUSALS

Mike Verveer is on both the Room Tax Commission and the Monona Terrace Booking Event Assistance Advisory Committee.

PRESENTATIONS

2. [66935](#) Destination Madison Second Quarter Report: Ellie Westman Chin, President CEO, John Leinen, Vice President of Sales, Destination Madison

Attachments: [2021_DM_Q2.pdf](#)

In July, market research indicated that new event booking had finally surpassed rescheduling/cancelling. Unfortunately, the rise of the delta variant had slowed this momentum. Staffing shortages are also of significant concern for both hotels and venues.

The industry is seeing a rise in hotel occupancy. With Dane County, as a whole, increasing by 42%, but locally the downtown has only increased occupancy by 28.5%. ADR for downtown Madison is still high at \$146, while perimeter hotel daily rates are lower, averaging \$89.

Destination Madison shared their six priorities for industry recovery, marketing, aggressive sales efforts, downtown revitalization, connecting public and private stakeholders, diversity/equity/access/ inclusion initiatives, and hospitality workforce development.

3. [66939](#) 25th Year Anniversary Celebration: Heather Sabin, Tourism Coordinator

Attachments: [25th MTanniversary planning.pdf](#)

2022 will be the 25th year anniversary of the opening of Monona Terrace. The celebration is scheduled for Saturday July 23, with a rain date of July 24. Staff is working on a preliminary plan for the festivities. They have in mind a variety of programs for the day including family friendly activities, special tours, films, lectures, community member stories, live music and some type of “show stopper.” For the 10th anniversary, the “show stopper” was a fireworks display timed to the Wisconsin chamber orchestra’s live performance.

The cost of this celebration will need to be fully funded through sponsorships. This is where the board’s Operating & Marketing committee may be able to assist. Besides those on the committee, any board members interested in contributing ideas or assistance, are welcome.

The board shared a few suggestions including a drone show vs. fireworks and cross marketing with other organizations the week leading up to the celebration to promote it. Consider assembling a community panel of those involved in the project (both for and against). Be sure to make elements of the event hybrid so it is accessible online. Contact local artists to work on a special piece celebrating the building.

NEW BUSINESS

4. [66940](#) 2021 Sponsorships for Community Events: Kristen Durst, Community and Public Relations Manager

Attachments: [2021_sponsorships.pdf](#)

A motion was made by J. Richardson, seconded by M. Richardson, to approve the 2021 Sponsorships for Community Events. The motion passed unanimously.

5. [66937](#) Finance Committee Update: Mike Verveer, Committee Member

Attachments: [2022 Operating Budget Cover Memo-Board Finance Committee - FINAL.pdf](#)
[2022 Event Revenue Budget Spreadsheet Fin Cmtee 8-16-2021.pdf](#)

A motion was made by Verveer, seconded by M. Richardson, to approve the 2022 Operating Budget request. The motion passed by voice vote/other.

6. [66936](#) DEI Ad Hoc Committee Update: Mark Richardson, Committee Chair

The first meeting of this new committee was on July 22. The team did some level setting. Diversity, Equity and Inclusiveness (DEI) is about “the work,” beginning, building and maintaining momentum. The committee discussed

extending invitations to the next meeting to those in the community that can bring a new perspective and add diverse experience to the conversation. The first goal will be working to develop the pipeline of recommendations for board membership, with the long-term objective of using these new voices to help enhance DEI in the organization as a whole.

REPORTS

7. [66938](#) Monona Catering Mid-year Report: Wendy Brown-Haddock, General Manager

Attachments: [2021_MC_Q1-Q2.pdf](#)

During the first half of 2021, the county was still under public health order restrictions with lowered capacities, social distancing and masking. Business picked up in April, as public health loosened restrictions. However, the first half of 2021 had revenues approximately 81 % lower than 2020 (as Jan thru mid-March was pre-pandemic shutdown and very busy).

Lake Vista Cafe open on May 18 is showing over \$68,000 in revenue thru July. Though significantly higher than 2020 it is still well below 2019 revenue levels.

With such minimal business, there were no food donations made in the first half of the year. The same goes for waste diversion, as the need for composting was minimal.

8. [66943](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_06-30-21.pdf](#)
[bkpc_07-31-21.pdf](#)

Total revenue projection for 2021 is \$2M. Since June, the surge of the delta variant slowed bookings for 2021. Though social events continue to hold on, corporate meetings have not snapped back. Cancellations due to the delta variant, at this time include health related events and corporate events.

	2021 Projected
Banquets	110
Meetings	82
Conferences	4
Conventions	10

For 2022, the pace is picking up. If the pandemic subsides, the year is likely to have 39 more banquets, 54 more meetings, 20 more conferences and 16 more conventions than 2021.

9. [66944](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [June-July_finance_2021.pdf](#)

Notably, June held the first conference of the year. Staff continued to watch for ways to save money and cut spending by \$135,000. July was the first month that fell close to normal, with 28 events. Though costs rise with increased

business, the month still was able to cut \$75,000 from the budgeted expenses. As demonstrated in these two months, staff continues to do more, with less.

10. [66945](#)

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_08-19-21.pdf](#)

Staff is preparing to present the 2022 funding request to the Room Tax Commission on August 27.

The JDS Hotel project moves forward, in a resolution on the August 31 agenda for the common council Beitler desires to assign its development rights for the Block 105 hotel to Mortenson Development.

The in-person meeting of boards and committees is now on hold until the delta variant surge has subsided.

The state has introduced a number of new travel grants and Monona Terrace is waiting to see if the organization will qualify to apply for a grant to cover up to \$3.5M in capital costs.

Dane Dances was highly successful and the great weather ensured a solid attendance.

11. [66942](#)

Announcement from the Chair: Jim Ring, Secretary

- A. Client Appreciation Event is on August 25, 2021

If you have not turned in an RSVP for the Summer Soirée please do so by tomorrow noon

ADJOURNMENT

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