



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, October 21, 2021

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 9 - Jane Richardson; Michael E. Verveer; M. Alice O'Connor; Aureliano Montes; Andrea R. Nilsen; Brent McHenry; Judith F. Karofsky; Glenn R. Krieg and James Ring

Excused: 4 - Mark J. Richardson; Steven Peters; Eric A. Rottier and Angela Bozo

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [67906](#) 3 minutes per person

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 Event Assistance Advisory Committee.

PRESENTATIONS

2. [67904](#) Presentation of State Proclamation recognizing Deb Archer's 25 years of service to Madison as the former President, CEO of Destination Madison: Alice O'Connor, Chair

Representative Diane Hesselbein joined the board at 4:15 p.m., so this item was taking out of order. Representative Hesselbein paid tribute to Deb Archer for her contribution to greater Madison over her 25 years of service as the CEO, President of the Greater Madison Convention and Visitors Bureau, aka Destination Madison. Deb was presented with a proclamation award from the State and the board joined Representative Hesselbein in thanking her for all she did in her capacity with the Bureau.

REPORTS

3. [67905](#) Destination Madison Quarterly Report: Ellie Westman Chin, President CEO, Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

Attachments: [2021_DM_Q3.pdf](#)

DM presented the status of their six recovery priorities. They are showing gains in goals such as marketing efforts, sales leads and room night generation. They have put an RFP out for a Diversity Equity Accessibility Inclusion consultant to help them advance these efforts inside and outside the organization. They are using the JLL optimization study to help determine key indicators and performance metrics for their contract with the city. Additionally, they are putting a Work Development Taskforce together and applying for a grant to support the tourism industry and Madison as a whole with work force development.

As of the third quarter, DM has 5 pending contracts equaling a total of \$260,000 and 10,155 room nights. The sales force is using information from the JLL optimization study to target 10 potential accounts. Ironman Wisconsin 2022 has returned to it's September time slot from June. They've also added 2 more years to the contract. Ironman will now have a half marathon on Saturday and a full marathon Sunday. They expect up to 3,000 athletes per race. DM thanked Monona Terrace for being able to fit Ironman 2022 back into September.

4. [67911](#) Operations and Marketing Committee Report: Andrea Nilsen, Committee Chair

The Operations and Marketing Subcommittee is meeting regularly to help plan and fundraise for the 25th Anniversary Celebration. The committee is interested in ideas for a celebration theme. The theme for the 10th Anniversary was, "Promises Kept." This time, a forward looking or inspiring message would be appropriate. The 10th Anniversary budget was approximately \$80,000. The committee will be reviewing the sponsors list from that event as well as generating ideas for new sponsors. They will share this list with the full board, to see if individual board members have contacts among the potential sponsor organizations.

5. [67907](#) Room Tax Commission Report: Glenn Krieg and Mike Verveer, Commission Members

Attachments: [RTC_Motion_Allocations_2022.pdf](#)

The forecast for the Room Tax Fund in 2022 is \$14.25M. The commission allocated all but \$59,661 of the fund. Monona Terrace and Destination Madison will be allocated \$4.1M each. \$200,000 of the DM allocation is for Monona Terrace Event Booking Assistance. It is hoped that the economy will recover as predicted so that this allocation will not need to be revisited by the Commission next year.

6. [67908](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc_09-30-21.pdf](#)

2021 Year End Projections

Banquets	102
Meetings	82
Conferences	4
Conventions	9

Seven events have cancelled since the September board meeting. Five were definite and two were holding space. The reasons for cancellation include the UW Health System deciding to cancel all large nonessential events and the State of Wisconsin postponing in-person events until 2022. While another canceled because their attendees were in healthcare and had restricted travel. Several decided to go the self-administrated virtual meeting route. One tried to reschedule but the dates they want were not available.

2022 Year End Projections

Banquets	148
Meetings	134
Conferences	23
Conventions	26

The 2022 booking pace gives reason for optimism as long as there are not any steps backwards with health restrictions.

7. [67909](#) Finance Report: Jeff Boyd, Business Manager

Attachments: [September finance 2021.pdf](#)

September was down \$170,000 in revenue; however, staff kept expenses under budget by \$105,000. The month ended with a deficit of \$65,000.

The year is down 230 events and \$1.7M in revenue, due to cancelations. On a positive note, careful stewardship by staff has kept expenses under budget by \$1M. The year will have a deficit of approximately \$700,000.

8. [67910](#) 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 10-21-21.pdf](#)

There were no questions.

ADJOURNMENT

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