



# 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?*

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Thursday, November 18, 2021

4:00 PM

via Virtual Meeting

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### CALL TO ORDER / ROLL CALL

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

**Excused:** 3 - Steven Peters; Brent McHenry and Eric A. Rottier

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

1. [68332](#) 3 mins 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.

### NEW BUSINESS

2. [68319](#) Mayor's Priorities for 2022  
  
Mayor Rhodes-Conway shared that her priorities have not changed for 2022. She is still focused on equity in policy, the housing crisis, rapid transit and climate change. The pandemic, of course, has added to this list. For instance, finding a solution for homelessness, addressing public health needs, dealing with economic fallout and an increased need for violence prevention.  
  
She is happy that the Judge Doyle Square project is moving forward. With the construction of an Embassy Suites hotel, the city will have reached the two big goals with this project. First, replacement of the aging Government East ramp and second, negotiation of a substantial room block at the new hotel for Monona Terrace.

Room Tax collections are down by 19%, therefore the city has authorized \$8.6M in funds to shore up the Room Tax fund and support tourism related programs. She also supports the hospitality & tourism industry's efforts in increasing diversity, equity and inclusion. In addition, she understands that rapid transit is critical to the industry. The rapid transit project is moving forward, with the design phase nearly 60% completed. The Federal Infrastructure bill, recently passed, will support this project.

The mayor thanked Monona Catering for finding a partner with which to do food waste composting. She also is proud to announce Monona Terrace achieved LEED EB Platinum accreditation for the building.

3. [68321](#)

Vote on Default Meeting Status (Virtual or In-person)

A majority of 8 out of 10 present board members voted for in-person meetings. In person is now the default meeting for this committee in 2022.

4. [68338](#)

Operations and Marketing Committee Report: Andrea Nilsen, Committee Chair

Friends of Monona Terrace is the first 25th Anniversary celebration sponsor. The subcommittee would like more board involvement with the fundraising effort. A list of potential sponsors will be shared with the board. Members can note which businesses they may know or want to contact in the document.

The program itself is still in development. When Board member have an initial conversation with sponsors, gauge their interest in supporting the 25th Anniversary program. It is critical for this to be a truly inclusive community event. The board should also consider pooling some funds and being a sponsor.

Stay tuned for a list of talking points and sponsor levels. There may also be letters, with personal notes, for some prospective sponsors.

5. [68323](#)

Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bkpc 10-31-21.pdf](#)

2021 has had an uptick in events, specifically banquets. The booking pace for 2022 looks like a relatively normal year, with conferences on the rise. Based on budget projections done in July, revenue will be down 8%. Sales is working to close that gap a little more before year end and building up the pipeline for the years to come.

6. [68325](#)

Finance Report: Jeff Boyd, Business Manager

October was projected to be a big revenue month, however, due to hosting only two of a budgeted eight conferences and conventions this did not materialize. Though revenue was down by \$420,000, staff did manage to cut spending by an additional \$50,000. Year to date, we are down \$1.1M from budget; however, there is a plan in place by the city to balance our budget for 2021 and help with 2022 if needed. City Finance projects assistance in the

amount of \$2.7M will be needed. On a positive note, staff's careful stewardship has reduced spending this year by nearly \$1M. The board is pleased with efforts of staff to curb spending and still provide excellent services.

7. [68327](#)

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\\_11-18-21.pdf](#)

The DOA has contracted with a new parking management company for ramp operations. The company, One Parking, has retained a manager and some staff from the previous operator, SPPlus.

The default meeting status voted on today can be changed. If needed the board can vote to hold a virtual meeting.

The Gift Shop is participating in a Downtown BID holiday promotion and will start its holiday sale on November 27. Staff is also working on a 25th Anniversary souvenir item.

In the event that Dane County's masking policy expires without renewal, Monona Terrace will continue to require staff wear masks in front-of-house. They will allow vaccinated staff to remove masks in back-of-house areas and when working in a space that is isolated from the public and after business hours. The policy will be reviewed monthly and adapted as circumstances allow.

Alice O'Connor will be resigning from the board effective December 31, 2021. Monona Terrace staff thanks her for her service and assistance through 2020-21 marked by pandemic and economic difficulty.

An application for a grant from the State Department of Tourism was submitted November 17. The application outlined capital projects which are currently underfunded or unfunded. The maximum request allowed is \$3.5M. The request MT submitted was for air wall & carpet replacement, as well as Olin Terrace and Main Entrance tile replacement. The total amount requested was \$3.49M. Receiving the full amount requested is highly unlikely, but there is reason to believe that some money will be awarded.

Though there is currently no budget for the seasonal outdoor sculpture exhibit in 2022, staff is working diligently to find funding.

Final note: The board gave kudos to staff for the new landscape lighting on the rooftop.

8. [68329](#)

Announcement from the Chair: Alice O'Connor, Chair

**A. December Board Meeting Cancellation Notice**

**December's board meeting is canceled.**

**ADJOURNMENT**

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