



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, January 20, 2022

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 10 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Steven Peters; Judith F. Karofsky; Eric A. Rottier; James Ring and Angela Bozo

Excused: 1 - Glenn R. Krieg

APPROVAL OF MINUTES

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

PUBLIC COMMENT

1. [69300](#) 3 mins per person.

None.

DISCLOSURES AND RECUSALS

Mike Verveer is a member of the Room Tax Commission and the Monona Terrace Booking Event Assistance Advisory Committee. Eric Rottier is a member of the Destination Madison Board of Directors.

NEW BUSINESS

2. [69302](#) Subcommittee Appointments: Judy Karofsky, Chair

Attachments: [2021 BoardSubcommittees.pdf](#)

The chair appointed Mike Verveer to the Nominating Committee and Angela Bozo to the Operations and Marketing Committee.

A motion was made by Rottier, seconded by Richardson, to Approve the appointments. The motion passed unanimously.

3. [69305](#) Contract Extension for The Hiebing Group: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [Hiebing contract amendment 2022.pdf](#)

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

4. [69306](#) Contract Extension for Sound Production & Lighting LLC: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [SPL contract amendment 2022.pdf](#)

A motion was made by Ring, seconded by Bozo, to Approve the contract extension. The motion passed unanimously.

REPORTS

5. [69307](#) DEI Ad Hoc Subcommittee Report: Mark Richardson, Committee Chair

The board currently has open seats and this committee is targeting diverse talent to help fill those seats. A short list was created at the last meeting and city staff is working to vet these potential candidates.

6. [69308](#) Operations and Marketing Subcommittee Report: Andrea Nilsen, Committee Chair

The theme for the 25th anniversary celebration has been chosen. It is "Building on a Dream." This subcommittee will be presenting to Downtown Rotary on April 13 about the 25th anniversary. In July, George Austin will be presenting to Downtown Rotary about the economic impact of Monona Terrace.

The committee was interested in finding some advisors from the community to assist the committee in their fundraising efforts for the anniversary celebration. They did some outreach and seven people have indicated interest in helping. The goal is to raise \$80,000 and so far \$20,000 has been secured. A special thanks to Jim Ring for raising \$10,000. The committee will send out an informational 1-pager to the board in hopes that like Jim, everyone will share the opportunity to sponsor within their networks.

7. [69309](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp_11-30-21.pdf](#)
[bp_12-31-21.pdf](#)

The event outlook for 2022 is encouraging, considering 2020's dramatic drop in events. There was some recovery in 2021 from banquets and meetings. Unfortunately, conferences and conventions slowed drastically. In 2022, banquets and conferences are on the rebound, and while conventions are rising, they are not as high as hoped. Additionally, meetings have slowed. Revenue budget projections are down 16%, at \$3.4M versus a budget of \$4M.

8. [69310](#) Finance Report: Jeff Boyd, Business Manager

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

November was a rough month due to the pandemic related cancellation of 14 events. Event revenue was down \$62% from budget. Year-to-date event revenue was down \$2.3M. On an encouraging note, staff kept expenditures under budget by \$1.2M. 2021 year-end numbers will be presented in February.

9. [69311](#)

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 01-20-22.pdf](#)

The organization's strategic plan is in its last year and three-quarters. Staff is looking to tweak the plan in light of the way COVID has impacted the hospitality industry since 2020. The proposed adjustments will be shared with the board when completed.

The LEED Platinum medallion has been installed and the sustainability display will be updated to reflect the new certification.

Maintenance has applied to the Public Service Commission for sustainability upgrades in the amount of \$1M. Staff is also waiting on the Capital grant award announcement from the Wisconsin Tourism department.

The JLL Optimization study is ready for review by Destination Madison and Monona Terrace sales staff. The consultants will report to the board at an upcoming board meeting.

10. [69312](#)

Announcement from the Chair: Judy Karofsky, Chair

- A. The Finance and the Nominating Committee will need to meet prior to the February 17 board meeting

The Nominating Committee and Finance Committee will need to meet before the February 17 board meeting.

ADJOURNMENT

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