

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, February 17, 2022

4:00 PM

via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 9 - Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Steven Peters;
Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier; James Ringand Angela
Bozo

Excused: 2 - Jane Richardsonand Andrea R. Nilsen

APPROVAL OF MINUTES

A motion was made by Rottier, seconded by Verveer, to Approve the Minutes.
The motion passed unanimously.

PUBLIC COMMENT

1. [69857](#) 3 mins. per person

None.

DISCLOSURES AND RECUSALS

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

PRESENTATIONS

2. [69845](#) Destination Madison 2021 Year-End Report: Ellie Westman-Chin, President CEO, Destination Madison and Jamie Patrick, Vice President, Madison Area Sports Commission

Attachments: [2021Year-EndReport.DestinationMadison.MononaTerrace.pdf](#)

Hotel occupancy in Dane County for 2021 is increased over 2020 but is not yet at 2019 levels. Hotel ADR did rebound, reaching 2019 levels towards August thru the end of the year. Downtown hotel occupancy was 36.5% for the year, which was an increase over 2020. Highlights of the DM recovery plan include; surpassing their sales plan goals, generating 150 leads, 78,223 room nights and 2,278 planner touchpoints. They are at the consultant interview stage of

Diversity Equity Accessibility and Inclusion advancement. They are still working on the 5-year contract with the city. They have applied for a bigger grant at the behest of the DOA for their Workforce Development Task Force.

Though DM did not have a sales goal for Monona Terrace in 2021, the year ended with \$517,000 in contract revenue. They do have a goal for 2022, it is \$678,000 in contract revenue. At this point, they have \$215,000 in pending contracts and in confirmed contracts they have \$98,111. In line with this goal they've increased prospecting activities for 2022.

NEW BUSINESS

3. [69847](#) Nominating Committee Recommendation for Board Chair and Vote: Steven Peters, Committee Member

A motion was made by Peters, seconded by M. Richardson, to Approve Judy Karofsky as Chair. The motion passed unanimously.
4. [69850](#) Finance Committee Recommendation/Report, 2023 Base Room Rental Fees and 2023 Guest Price list for Equipment and Services: Glenn Krieg, Committee Chair

Attachments: [2023_GuestEquip-Services.pdf](#)
[2023_BaseRoomRental.pdf](#)

A motion was made by Ring, seconded by M. Richardson, to Approve the 2023 Base Room Rental Prices and 2023 Guest Price List for Equipment and Services. The motion passed unanimously.

REPORTS

5. [69851](#) Operations and Marketing Subcommittee Report: Andrea Nilsen, Committee Chair

The committee invited a number of community advisors to assist them with work on the 25th Anniversary. Eight responded with interest. The role advisors have agreed to is to share their enthusiasm for Monona Terrace and the 25th Anniversary with their communities as well as any help they can provide in identifying potential sponsors. New sponsors, who have signed on since the last report, include the Hilton Monona Terrace, and the Madison Community Foundation. Pending sponsors include, Associated Bank, Exact Sciences, Quarles & Brady LLC, Hiebing, Valley Expo & Displays and the Downtown Rotary Foundation. The committee will be presenting to the Downtown Rotary on April 13. Staff is creating the content and Ken Opin and Connie Thompson have agreed to speak. As a bonus, George Austin will be presenting about the economic impact of Monona Terrace to the Rotary in July, during the week of the celebration.
6. [69852](#) Monona Catering Year-End Report: Wendy Brown Haddock, General Manager

Attachments: [CateringReport.pdf](#)

Throughout 2021, Monona Catering continued to implement their

comprehensive COVID guidelines, which included hygiene etiquette training, health screenings, leave and travel policies, as well as, stringent cleaning procedures. Events began to pick up in April as Public Health loosened restriction on gatherings. The year-end revenue was \$1.6M (pre-audit). They serviced a total of 83,676 guests, donated 2.4 tons of food to local programs and composted 800lbs of pre-consumer food waste. Lake Vista Café was open May 18-September 12. Revenues were excellent especially as compared to 2020. Guest comment cards were exceptional with overall satisfaction averaging 100%.

7. [69853](#) Finance Year-End Report: Jeff Boyd, Business Manager

Attachments: [finance 01-31-22.pdf](#)
[finance 2021YE preaudit.pdf](#)

These year-end numbers are preliminary because the city can still backdate expenses until February 25. Event revenue was nearly \$300,000 better in 2021 than 2020. Payroll expenses were down due to the freezing of a number of open positions. As in 2020, staff was very careful with their spending over the course of the year. The approximate \$1.2M deficit will be addressed using the ARPA and TID assistance.

8. [69854](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

Attachments: [bp 01-31-22.pdf](#)

| | Projections | Budgeted |
|-------------|----------------|----------|
| Banquets | 155 | 171 |
| Meetings | 107 | 147 |
| Conferences | 25 | 26 |
| Conventions | 22 + 1 pending | 26 |

Many healthcare organizations have canceled their events for 2022 due to COVID. The revenue forecast puts event revenue 18% down and overall revenue 17% down for the year. Revenue was budgeted at \$4.8M, but projections at this time are \$3.385M.

9. [69855](#) 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 02-17-22.pdf](#)

The DOA had an engineering study done to determine weight limits of the level 4 drive thru lane. The findings prove it was not built to accommodate the larger buses that we have today. The DOA has started planning the project with State Engineers and are consulting with City Engineers regarding

reinforcement of the lane. The work will not start until 2023. They will start replacing the John Nolen tunnel lighting with LED lights this year. And in 2024-25 they will resurface the parking ramp.

Quotes for capital projects have coming in 30%-50% higher this year than they were last year. Staff will be looking very closely at the capital budget due to this inflation in order to project the increased cost of future project expenses.

The Embassy Suites hotel groundbreaking celebration will be taking place here at Monona Terrace on April 18th.

Terrace Town, a bi-annual event, is being held virtually this year. The hybrid community events have been well attended and the department will continue to offer some hybrid and virtual only programs as the demand remains high.

A new maintenance mechanic 2 was been hired. Additionally, Gardner, Tony Gomez-Philips was invited to present at the PBS Lawn and Garden show. It was a pre-recorded presentation that was played on a loop at the show.

The Madison Arts Commission is working with community events staff to curate a rooftop sculpture gallery for the summer. A call to artists went out this week.

We did not receive a capital grant from the Wisconsin A new grant applied for through PSC of WI is still pending, if granted it will fund several sustainability projects, such as LED lighting upgrades, an energy efficient chiller, and a digital HVAC control upgrade.

The city will be revising its masking policy when the current mandate expires March 1. Monona Catering plans to have staff continue to wear masks through March and then review policy at the end of the month.

The next board meeting will be in person if possible, staff will keep board members informed.

MT is looking into participating in an apprenticeship program with MMSD's experiential learning program for high school juniors and seniors. This is a paid internship/mentorship. The City's Fleet Services has been participating in the program for 5 years.

Staff will be taking active shooter training from Homeland Security on March 29th. It will be a virtual training.

10. [69856](#)

Announcement from the Chair: Judy Karofsky, Chair

A. The Nominating Committee will need to meet prior to the March 17 Board Meeting.

The nominating committee will need to meet prior to the March 17 board meeting. The nominating committee is looking for nominations from the board for the officer positions.

ADJOURNMENT

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