



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Amended 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, March 17, 2022

4:00 PM

One John Nolen Drive  
Meeting Room KLOP

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### CALL TO ORDER / ROLL CALL

**Present:** 9 - Jane Richardson; Michael E. Verveer; Mark J. Richardson; Aureliano Montes; Andrea R. Nilsen; Judith F. Karofsky; Glenn R. Krieg; Eric A. Rottier and James Ring  
**Excused:** 2 - Steven Peters and Angela Bozo

### APPROVAL OF MINUTES

A motion was made by Rottier, seconded by Verveer, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

1. [70496](#) 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.

### DISCUSSION ITEMS

2. [70499](#) Honoring Alice O'Connor for her service to Monona Terrace and the Board: Judy Karofsky, Chair  

Alice O'Connor was appointed to the board by the city in 2006. She served on the board's Executive Committee starting as Secretary in 2010 moving to Vice Chair in 2012 and eventually serving as chair from 2018-2021. She has been a huge proponent for Monona Terrace throughout her time on the board, serving on many subcommittees and remaining supportive and involved throughout the 2020-2021 pandemic. The board and Monona Terrace staff thank her for her service.

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REPORTS

3. [70502](#) Report of the Nominating Committee, Slate of Officers presented for vote in April: Jane Richardson, Committee Chair
- The Nominating Committee met on March 15. They are presenting the following slate of officers for vote in April: Judy Karofsky for Chair, Jim Ring for Vice Chair and Andrea Nilsen for Secretary.**

4. [70504](#) Booking Pace Update: Bill Zeinemann, Associate Director Marketing and Event Services

**Attachments:** [bkpc\\_02-28-22.pdf](#)

2022	Projected	Budgeted
Banquets	160	171
Meetings	106	147
Conferences	25	26
Conventions	22	26

Banquets are a bright spot at this point. In 2019, there were 167 banquets and for 2022, projections are for 160. This number could go higher. There is the potential for getting the number of 2022 banquets close to the pre-pandemic number of 167.

JLL Consultants conducted an optimization study analyzing Monona Terrace event booking history to help determine how best to balance and increase production of events. Their results were presented to Monona Terrace and Destination Madison earlier this month. The recommendation was to book bigger events and more of them, using calendar and space management strategies. After looking at demand in the industry for Madison, along with the pace and trends of recovery, they believe that by utilizing their strategies, Monona Terrace will be able to reach maximum occupancy by 2026. This takes into account the need to hold space for legacy events and community events.

At the presentation, they indicated that a sales team needs to have 1,300 prospects a year to fill the pipeline and meet this goal. The staff turnover at DM is a challenge, but according to the consultants, the prospects are out there and fundamental sales work is all that is needed. Sales teams are going to be adjusting some booking policies and guidelines on what pieces of business to target based on the event's "priority" category. DM's sales team needs to be contacting priority 1 and 2 events and booking them into future years. They will likely need to staff up a little to hit these marks. Monona Terrace's sales team is will fill in the calendar gaps around the big events with shorter-term bookings and priority 2, 3 and 4 events. After meeting with both sales teams the consultants are using feedback received to make a few adjustments before submitting their final recommendation and strategies for implementation.

Eventually the board will be seeing a different type of report for event booking; however, the staff has yet to fully develop the reporting metrics.

5. [70505](#) Finance Report: Jeff Boyd, Business Manager

**Attachments:** [finance\\_01-31-22.pdf](#)  
[finance\\_02-28-22.pdf](#)

January had higher revenue than expected due to a bigger spend per event than budgeted. Otherwise, it was down by 11 events. Due to expenses being under by 6%, the month ended with a small surplus.

February revenue numbers were under budget. The number of events was 12 lower than budgeted. Operating budget expenses were up in the salary and benefits category. This was due to the way health insurance is applied. The first few months of the year usually have higher benefit expenses, which evens out over the year.

The account tech position that has been open since spring of 2020 has been filled. Jeff looks forward to introducing our new hire to the board next month

6. [70506](#)

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\\_03-17-22.pdf](#)

The Managers held a retreat in February, the first one since the pandemic. They worked on revising the strategic planning. The previous strategic plan was for 2020-2022, since 2020 was a lost year, the plan will now extend through 2023. A small team worked on adjustments to the plan in light of how the last two years have changed the industry. These modifications were presented to the managers for feedback and discussion regarding how each department can align with them through their department goals. The small team suggested adding Equity and Well-Being to the Monona Terrace guiding principles. Furthermore, the city requested that health and safety goals be added to the strategic plan. When finalized, the modified plan will be shared with the board.

As of March 1, the masking mandate expired and staff policy was adjusted. Monona Terrace staff are required to wear masks in public facing areas of the building thru the end of March. This policy will be reviewed in April and adjustments made if necessary. Catering is continuing to mask in all areas of the building through March.

Monona Terrace and Monona Catering are looking into the Madison Metropolitan School District's apprenticeship program. It is a one to two year program designed to introduce high school students into the hospitality industry and to provide potential hires for the organization.

Due to the issue with high winds catching the level-four entrance door on the east side, no matter which direction the door opens, maintenance is looking

into refitting the doorway with a sliding door.

The ballroom and exhibition hall air wall project is stalled. The Hufcor Company, was sold and the new owners relocated it to Mexico. The new Hufcor management will not honor the original purchasing quote. There is another company called Modern Fold head, quartered in Minneapolis that is interested in making air walls that will fit the preexisting tracks.

Five rooftop sculptures have been chosen by staff and approved by the Madison Arts Commission for display this summer. Staff is working on scheduling the installation and a reception to celebrate.

The parking entrance ramp was closed for a few days this month to deal with a crack that had formed in the concrete. A metal plate has been placed to ensure it remains stable. They will need to do more work on it in the future.

#### ADJOURNMENT

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