



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

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Thursday, January 19, 2012

4:30 PM

One John Nolen Drive  
Hall of Fame Room

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### CALL TO ORDER / ROLL CALL

**Present:** 10 -

James Ring; Michael E. Verveer; M. Alice O'Connor; Mona Adams  
Winston; Ann E. Kovich; William DiCarlo; Judith F. Karofsky; Glenn R.  
Krieg; Thomas J. Ziarnik and Chet Gerlach

**Excused:** 4 -

Sheridan A. Glen; Ricardo A. Gonzalez; Dianne Hesselbein and Thomas  
P. Solheim

### APPROVAL OF MINUTES

A motion was made by Kovich, seconded by O'Connor, to Approve the  
Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

No public comment.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### NEW BUSINESS

1. [25066](#) Community Events 2011 Year-End Report: Fran Puleo, Community and  
Public Relations Manager

**Fran Puleo provided the following metrics in regards to Community Events.**

#### Donations

**\$4,378 has been collected at events**

**\$1,658 has been collected via mail & web**

The Community Relations Department began taking donations for community  
events in 2009. Since that time over \$10,600 has been donated by the  
community.

#### Attendance Growth:

**Concerts on the Rooftop up 14%**

**Lakeside Kids up 14%**

**Tunes up 20%**

**Moon over Monona Terrace up 100%**

**Record Attendance at individual events:**

**Concert on the Rooftop 2,400**

**Tunes 940**

**Lakeside Kids 760**

**T'ai Chi 140**

**Moon Over Monona Terrace 2,000**

**Increase in total attendance at Monona Terrace produced community events was 30% and 43,068 people were served at a Monona Terrace produced or sponsored program.**

**Public Tours had a peak attendance for the year in July and August, the highest since 2003. This is an average of 7 people per day. Almost 3,600 people paid to take a guided tour of the facility in 2011.**

**A new program, Meditation at Monona Terrace, had an average attendance of 71 people per class.**

**The strategies employed to increase attendance included overall improved event quality and depth, the use of Patron Mail (email service) by collecting email addresses at nearly all events, community outreach visits, additional newspaper and magazine editorial coverage, new partnerships as well as some additional advertising.**

**Awards:**

**Monona Terrace was selected to receive special jury recognition from the Association of Architecture Organization's Golden Cube Award for Terrace Town – Going Green. Visit this website for more information <https://www.wizehive.com/voting/goldencubes/73/92810>**

**Volunteers/Interns:**

**8 new community event volunteers completed their first year of service in 2011. The intent is to grow this group to 30 people in the coming year or two.**

**Event volunteers along with Docents logged over 1,340 hours this year.**

**There were 5 interns over the course of the year representing students from the UW Madison, UW Whitewater and Edgewood College. They donated 1,600 hours of time.**

**Grants:**

**A fast track challenge grant was applied for from the National Endowment for the Arts. Although unsuccessful, this was our first attempt and we did receive positive feedback from the organization.**

**An additional application was sent to the American Architecture Foundation's Accent on Architecture grant for Terrace Town. Notification about whether or not the grant was awarded will be received in January.**

**Multiple grants were received from the Madison Arts Commission and the**

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Dane County Cultural Affairs Commission.

**Sponsors:**

Two new event sponsors were secured in 2011: CUNA Mutual Foundation in support of Terrace Town, and Dean Clinic in support of Meditation. Other sponsors included Alliant, MG&E, Frank Lloyd Wright WI, AIA Wisconsin, Group Health Cooperative – SCW, Dr. Lisa Rambaldo, American Planning Association, and the Wisconsin Architecture Foundation.

2. [17074](#)

Booking Pace Update: Bill Zeinemann, Director of Marketing and Events

The numbers for Meetings, Conventions and Conferences are remaining solid. Unfortunately the number for Banquets continues to be soft. The sales team is doing their best to address this trend.

	Projected	Budgeted
Meetings	206	215
Banquets	181	220
Conventions	32	30
Conferences	28 (plus 2 Pending & 1 Tentative)	31

For 2013, eighteen conventions have already been booked with 2 pending and 10 tentative, as well as six conferences booked, with 2 pending and 10 tentative. This represents a pretty good pace.

3. [24060](#)

Finance Report: Kathi Hurtgen, Director of Finance

The 2012 revenue projection remains flat. Although 2011 was the 3rd highest revenue year, the year was only slightly ahead of 2010.

November's operating revenue was up 19% from budget. Operating expenditures were down 4% leaving the net \$67,000 to the good. Year to date, a 2011 surplus is certainly expected.

Although financials for December are not complete, a preliminary look shows December has revenues of \$112,181 which is lower when compared to December 2010 revenues of \$130,231. On a positive note the year to date revenue for 2011 is \$3,921,080 which is up from 2010 year to date revenue of \$3,913,861. Comparing the revenue mix between 2010 and 2011, convention revenue increased while meetings and banquets revenues decreased. A precursory look at the year-end revenues shows that we are right on budget, approximately -1% off of the budget.

Other key statistics include 2011 having an operating surplus of \$50,000 (approximate) and customer survey results showing a willingness to return rate of 99%.

4. [22041](#)

Director's Report: Gregg McManners, Director

**A. Olin Terrace Use Policy**

Olin Terrace Use Policy – The Occupy Madison movement, which for a 36 hour period occupied Olin Terrace in November, prompted a review of the Policy

regarding Olin Terrace usage. City Attorney, Lara Mainella is reviewing the ordinance and will be making recommendations. The updated policy will eventually be referred to the Board.

A member of the general public, Mr. Edward Kuharski requested to speak in regards to the Monona Terrace protest policy. Because he had already missed the public comment agenda window, the board chair asked if anyone on the board would like to make a motion to change the agenda by holding the public comment session, prior to continuing the current agenda item.

A motion was made by Gerlach, seconded by Verveer, the motion was passed by voice vote/other.

Registered to speak:  
Edward Kuharski  
405 Sidney St.  
Madison, WI 53703  
Position: Oppose

Edward Kuharski does not agree with Monona Terrace's current protest policy. He feels that being able to lock out the public during public operating hours does not sync with the purpose for the building as a public venue. He cited the occasion where the WMC rented out the entire building and then requested it be closed to the general public. He also related an experience when coming here for Winter Farmers' Market, where he was not allowed to have his sign with a political message on it with him as he shopped the market. On another occasion at the same event he was handing out political pamphlets and was escorted out of the building. In his opinion this was harassment. He would like the board to review and change the current policies that prevent the public from doing these things in the building.

The board thanked him for his comments and decided they will add this to a future board agenda to discuss further.

The discussion resumed with agenda item 4B.

#### B. Personnel Changes

The board was thanked for the personal contributions they made towards the gift that was given to Barbara Clauder for her retirement.

The Overture transition from city operated to private has meant that former employees who would like to remain with the city had to be found positions within other agencies. Monona Terrace worked with the City of Madison Human Resource Department in placing one of seven employees seeking a city position. The Mayor's goal was to avoid any layoffs and Monona Terrace, as well as other agencies, stepped up to assist in that endeavor. Mike Verveer stated that it was not only the Mayor's goal, but also the City Council's, and thanked Monona Terrace on behalf of the Council for their help.

#### C. Strategic Planning Update

The managers had a Strategic Planning retreat in December with a follow-up meeting in January. They have been asked to align their department goals with the Strategic Action Plans. Senior managers will be choosing 10-15

measurables for a “dashboard” to include in a quarterly report to the board. Connie Thompson is heading this process. The plan is to have the dashboard ready to present to the board in early second quarter.

**D. Events Policy Update**

After the most recent damages & difficulties caused by a College Greek Formal, Monona Catering management has decided that Monona Catering will no longer allow alcohol to be served at any Fraternity or Sorority dinner/dance parties held here. This decision has been made after many policy changes over many years to attempt to control and abate the illegal activities and disrespect for property in which the attendees at these events are involved. The Dean of Students for UW Madison has been made aware of this issue.

In the board packet there was an article included about the Green Bay and Appleton area convention center expansions. Monona Terrace’s business is a prime target for these centers if they do get built. Madison needs to be aggressive in improving the city’s infrastructure with things like another downtown hotel if Madison hopes to compete.

5. [18300](#) Announcements from the Chair: Mona Adams Winston, Chair

There were no announcements.

**ADJOURNMENT**

A motion was made by Gerlach, seconded by Ziarnik, to Adjourn. The motion passed by voice vote/other.