



City of Madison
Minutes - Approved
Monona Terrace Community and Convention
Center Board: Finance Subcommittee

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

Thursday, May 14, 2020

4:00 p.m.

Via virtual meeting

CALL TO ORDER / ROLL CALL

Present: Judy Karofsky, Glenn Krieg, Alice O'Connor, Jim Ring, Mike Verveer

PUBLIC COMMENT: None.

DISCLOSURES AND RECUSALS

Glenn Krieg and Mike Verveer are members of the Room Tax Commission. Alice O'Connor and Mike Verveer are members of the Monona Terrace Event Booking Assistance Advisory Committee.

APPROVAL OF MINUTES

Ring made a motion to approve the minutes from February 20, 2020, seconded by O'Connor. The motion passed unanimously.

NEW BUSINESS ITEMS

1. Financial Update: David Schmiedicke, Finance Director

The City Finance Director presented the attached report regarding the effect of COVID-19 on the economy. Of particular interest to the committee is the effect it is having on Monona Terrace. Prior to COVID-19 estimated room tax revenue for 2020 was projected to be approximately \$19M. Without events to bring in business, hotel room occupancy has dropped dramatically. Therefore; room tax revenue is projected to be down by 52% in a best case scenario, and 60% in a worst case scenario this year. 70% of the room tax goes to tourism activity and Monona Terrace had been scheduled to receive 39% of that this year.

Monona Terrace's reserve fund has nearly \$1.9M. Staff is also looking into whether it is possible to transfer unspent capital money from this and previous years into the operation budget for 2020. All reserves will need to be applied to help reduce the budget deficit.

ADJOURNMENT

A motion was made by O'Connor, seconded by Verveer to adjourn. The motion passed unanimously.