



# City of Madison

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

## Meeting Minutes - Approved MONONA TERRACE BOOKING EVENT ASSISTANCE ADVISORY COMMITTEE

*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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Tuesday, September 24, 2024

4:00 PM

Virtual Meeting – Zoom

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[85246](#)

**Destination Madison Virtual Meeting - Zoom link:**

<https://us02web.zoom.us/j/89077969085?pwd=TnZuNVlxZnViblBTdkFyUithZERtUT09>

Meeting ID: 890 7796 9085

Passcode: 346993

One tap mobile +13052241968,,89457914117#,,, \*116077# US

### CALL TO ORDER / ROLL CALL

Minute Taker: Lizzy O'Hara

Present: Ellie Westman Chin, Michael Verveer, Bill Zeinemann, Tom Ziarnik

Absent: Angela Bozo

Guests: Jamie Patrick

Westman Chin called the meeting to order at 4:02p.m. Quorum established.

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

Tom Ziarnik is a member of the City of Madison Room Tax Commission and Destination Madison Foundation Board of Trustees. Michael Verveer is a member of the City of Madison Room Tax Commission and is on the Monona Terrace Community and Convention Center Board.

## REVIEW FUND ACTIVITY

[85235](#)

Fund Availability - Fund Activity Memo

Attachments: [2024-09-24\\_Fund\\_Activity\\_Memo.pdf](#)

For the calendar year 2024, the committee has \$270,000 to appropriate. After the July 9, 2024, meeting, there existed a balance in the fund of \$208,672. Re-appropriations below of \$90,666, leaves the committee with available funds of \$299,338 to consider and appropriate at this meeting. There are ten new event requests, which will leave a remaining balance of \$136,738 in the fund.

## REVIEW FUTURE FUND REQUESTS

[85236](#)

American Assoc of Bovine Practitioners - 2026 AABP Recent Graduate Conference

Attachments: [AmerAssocBovinePractitioners2026.pdf](#)

BEA Request for \$8,400 for facility rental.

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

[85237](#)

BioForward Wisconsin - Wisc Biohealth Summit 2025

Attachments: [BioForwardWisconsin2025.pdf](#)

BEA Request for \$15,000 for facility rental.

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

[85238](#)

Handbell Musicians of America - National Seminar 2026

Attachments: [HandbellMusiciansAmerica2026.pdf](#)

BEA Request for 20,700 for facility rental.

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

[85239](#)

Informa Markets - SupplySide Midwest 2027

**Attachments:** [InformaMarkets2027.pdf](#)

BEA Request for \$18,000 facility rental

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

[85240](#)

Informa Markets - SupplySide Midwest 2028

**Attachments:** [InformaMarkets2028.pdf](#)

BEA Request for \$18,000 for facility rental.

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

[85241](#)

Maize Genetics - 2027 Annual Meeting

**Attachments:** [MaizeGenetics2027.pdf](#)

BEA Request for \$16,500 for facility rental.

A motion to approve the request was made by Ziarnik. Motion was seconded by Zeinemann. The motion passed by voice vote/other.

Ziarnik asked if Destination Madison checked Epic's annual conference dates to be sure there is no conflict. Patrick stated there will be no conflict as this event will occur in March.

[85242](#)

National Garden Clubs - 2027 Annual Convention

**Attachments:** [NationalGardenClubs2027.pdf](#)

BEA Request for \$13,500 for facility rental.

A motion to approve the request was made by Verveer. Motion was seconded by Zeinemann.

Ziarnik asked if this event will occur on the same weekend as UW commencement. Patrick stated that commencement is May 7 – 8 in 2027, so there will not be a conflict.

The motion passed by voice vote/other.

[85243](#)

National Genealogical Society - 2027 NGS Family History Conference

Attachments: [NationalGenealogicalSociety2027.pdf](#)

BEA Request for \$21,000 for facility rental.

A motion to approve the request was made by Ziarnik. Motion was seconded by Zeinemann.

Ziarnik noted that this event will overlap with the previously approved National Garden Clubs 2027 Annual Convention. Patrick stated that one will be challenged, will have to move to another date, or we might see a loss

The motion passed by voice vote/other.

[85244](#)

Solution Tree - 2026 PLC Institute

Attachments: [SolutionTree2026PLC.pdf](#)

BEA Request for \$13,500 for facility rental.

A motion to approve the request was made by Verveer. Motion was seconded by Ziarnik. The motion passed by voice vote/other.

[85245](#)

Wild Birds Unlimited - 2027 Franchise Customer Experience Conference

Attachments: [WildBirdsUnlimited2027.pdf](#)

BEA Request for \$18,000 for facility rental.

A motion to approve the request was made by Zeinemann. Motion was seconded by Verveer. The motion passed by voice vote/other.

## FUTURE BUSINESS

None

## ADJOURNMENT

Since there was no further business Verveer moved that the meeting be adjourned. Motion was seconded by Ziarnik. Approved by all. Meeting adjourn.