



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

March 17, 2022

A. Administration:

- After being postponed by COVID, staff finally held the All Managers' Retreat in February. Managers reviewed the current strategic plan with proposed tweaks based on work done by a small team of staff. The 2020-2023 plan required review to consider the impact of changes to the industry and world brought on by the pandemic. Staff is working on proposed changes/additions to the plan. When finalized, managers will determine how to align their departments accordingly. The second half of the day was a training on how to develop a culture of appreciation.
- The internal recovery task force worked on an internal masking policy for staff in anticipation of the expiration of the mask mandate on March 1. For now, all staff will continue to mask in public areas of the building. This policy will be reviewed regularly and adapted as needed.
- Managers enjoyed a presentation by Fleet Services regarding the Madison Metropolitan School District Apprenticeship program that they have been participating in for 5 years. Both Monona Terrace and Monona Catering are interested in participating and will reach out to the coordinators of this program to further discuss opportunities available to us.

B. Operations:

- Operations managers are setting up interviews for both the Guest Services Attendant (hourly) position and the Custodial 2 (fulltime) position.
- All of the operations staff received forklift operator training. The training was conducted by Ed Lamphier, one of our maintenance mechanics who is a certified forklift trainer.
- The main entryway grout and tiles on levels 3, 4 and 5 are receiving a deep cleaning and regrouting where needed. Rooftop umbrellas are under repair and some new ones have arrived.
- Staff is looking in to the cost of replacing level 4 East entry with a sliding door due to the damage the door has received from high winds whipping it open.
- The air wall replacement project has been halted due to the vendor, Huffcor, being unwilling to hold to their pricing agreement and purchase of service contract. We will need to find another source.

C. Community Relations:

- Attendance for Hybrid Yoga Core on Tuesdays and Fridays at noon was 584

for February. Online attendance continues to be more popular for this series, with 57 in person attendees for February. The series is sponsored by Group Health Cooperative.

- Virtual Meditation at Monona Terrace had a total attendance of 494 for the month of February. The series is sponsored by Friends of Monona Terrace and held Wednesdays at noon.
- In-person Terrace Town was canceled this year due to the pandemic. Instead, staff offered resources and support virtually to schools that wanted to build box cities as part of their curriculum. We are looking forward to bringing that event back to our Exhibition Hall in the future.
- A Virtual Wright Design Series program was offered on Monday, Feb. 21, presented by Andrew Freear of the Rural Studio. There were 139 log-ins. The lecture was sponsored by the American Institute of Architects Wisconsin.
- After suspending public tours in January as the pandemic surged, two public tours were offered Saturdays, February 12 and 26. Public tours have resumed in March and are offered on Thursdays, Fridays and Saturdays at 1pm.

D. Gift Shop:

- The Gift Shop Team completed testing to verify PCI compliance with City Finance and City I.T.
- Staff is still researching custom merchandise ideas for Monona Terrace's 25th Anniversary, and are working with the Friends of Monona Terrace group on this.
- Brandy Old Fashioned Lip Balm is back in stock.



E. Sales and Marketing:

- The February booking pace report is attached.
- Staff is supporting the MT Board Operations and Marketing Committee working as the MT 25-year Anniversary Planning Committee.
- Work continues to gather data, images, and write text for the 2021 Monona Terrace Annual Report.
- MT and DM staff met virtually with JLL Consultants to finalize the draft recommendations for the Optimization Study. Preparations were made for Bethanie DeRose and Dan Fenton of JLL to visit Madison in person over two days in early March to present the recommendations to the DM sales team, the MT sales team (individual teams, and also together as one) and each organization's Board members. A video of this presentation was made available to all Board members.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other industry events: DMI What's Up Downtown, MPI WI-Chapter Monthly meeting, AFP Online Roundtable, "The Future of Convention Centers" webinar, Chamber Lunch (Up) Date, and IAVM Region 3 Town Hall Meeting.
- Staff participated in the Monona Terrace All Managers Retreat on February

24.

- The **Rotary Ethics Symposium** will be returning in 2023. They have been meeting here since 2009 with a small break due to the pandemic. Also returning is **RENEW Wisconsin**. They have booked their Renewable Energy Summit here again for January of 2023. This will be the seventh annual event at Monona Terrace since 2016. The JDS Groundbreaking event will occur on April 18, 2022. Booked by **M.A. Mortenson**, it will feature information about the new hotel being built to service Monona Terrace as well as a groundbreaking ceremony.
- Below is a summary of all other events booked in the month of February:

Repeat	New	Weddings	COVID-19 Rebook*
17	5	3	2

* Events that had been previously confirmed/definite, but moved to a new date due to COVID

F. Event Services:

- Public Health Madison & Dane County's Face Covering Emergency Order #7 expired on March 1, 2022 and was not extended. Monona Terrace & Monona Catering staff will continue to wear face coverings in the front-of-house areas of the building through March 31, at which time we will determine whether to extend this policy.
- Here is a summary of the events contracted (definite status) or under contract (pending status) for March, April and May. The attendance figures noted are preliminary numbers and will most likely change. March Total events = 19 (all definite)
 - 6 Meetings
 - 4 Banquets
 - 2 Conferences
 - 2 Conventions
 - 4 Consumer Shows
 - 1 Entertainment
 - Events of Note:
 - 2022 World Championship Cheese Contest, 200 people
 - 2022 Wisconsin Governor's Conference on Tourism, 550 people
 - Mary Kay Career Conference 2022, 1200 people
 - Q106 Storytellers, 825 people
- April Total events = 24 (23 definite, 1 pending)
 - 9 Meetings
 - 8 Banquets
 - 3 Conferences

- 1 Convention
- 3 Entertainment
- Events of Note:
 - 2022 PSW (Pharmacy Society of Wisconsin) Educational Conference, 350 people
 - Cognitive Development Society's 2022 Biennial Conference, 900 people
 - AIA Wisconsin 2022 Conference on Architecture, 1300 people
- May Total events = 41 (all definite)
 - 9 Meetings
 - 8 Banquets
 - 3 Conferences
 - 1 Convention
 - 3 Entertainment
 - Events of Note:
 - DOA HR Conference, 390 people
 - UW Law School Hooding Ceremony, 1600 people
 - CSWEA (Central States Water Environmental Assoc.) 2022 Annual Meeting, 400 people
 - ACD Games 2022, 550 people

G. Business Office / Human Resources

- January and February financials will be discussed at the board meeting.