



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

February 15, 2018

A. Administration:

- The Common Council unanimously approved the operator and brand of the Judge Doyle Square Hotel without comment.
- Staff is sitting on a committee selected to choose a company, which will create a master plan for the Alliant Energy Center Campus.
- Staff continues to work on City of Madison Performance Excellence System committees. The Line of Site committee is commissioned to schedule all Performance Excellence System work for 2018. The Voice of the Process committee is developing a process improvement system, including methodology, implementation, oversight, and training.

B. Operations:

- Maintenance has hired an hourly maintenance worker. He will help with painting and general building upkeep. This is an entry level position that will include training for a more responsible position in the future.
- The kitchen drain piping has been replaced, switching from cast iron pipes to PVC. After 20 years, the piping was beginning to degrade and collect waste, limiting the flow and adding to possible future clogs.

C. Community Relations:

- Funky Dance Madison – January 26
 - Fundraiser for Dane Dances!
 - Totally Neon/ VO5
 - Attendance = 810
- Monona Terrace partnered with Wisconsin Public Television and showed an advance screening of “Masterpiece Victoria” Season 2 premiere.

- Staff conducted a kick-off workshop for ninety Terrace Town teachers and mentors on January 23. On the agenda was a presentation by UW Landscape Architect professor Sam Dennis, and planning time for mentors and teachers to make arrangements for the mentors' involvement in the classroom.

D. Gift Shop:

- The annual gift shop inventory was performed during Maintenance Days in January.
- Staff is working on the migration of the Gift Shop website from NCR Retail Online to Red Rook.
- The Frank Lloyd Wright Foundation has hired a new Director of Merchandising and Licensing named Frank Shorf, he is replacing David Oats. The gift shop is working with this department on which vendors will be used and what new Frank Lloyd Wright merchandise will be marketed for 2018.

E. Sales and Marketing:

- The January booking pace report is attached.
- Staff participated in a half-day all staff training. The topic was the “Power of Positivity” in our work and personal life.
- Staff assembled data on each of the 2017 conventions and conferences hosted by Monona Terrace. The GMCVB will run this data through the DMAI Event Impact Calculator to provide the estimated economic impact dollar figure of this business.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: Food Fight Restaurant Group Social, Latino Chamber Networking, High Tech Happy Hour, and Sustain Dane MPower Champions event.
- **TASC** is returning for their 15th time, and will be hosting their Annual Meeting at Monona Terrace. **Promega** also merits mention as they have booked their Holiday Party in December of 2018, it is their 18th year here. Finally, Monona Terrace has secured a three-year commitment (2019-2021) from the UW Madison’s **Distance Teaching & Learning Conference**.
- Below is a summary of all other events booked in the month of January:

Repeat	New	Weddings
27	4	4

F. Event Services:

- **UPCOMING EVENTS:**

Feb. 4-7	Wisconsin Bankers Association Bank Executives Conference	500
Feb. 16-18	2018 Madison Build, Remodel & Landscape Show	4000
Feb. 19-22	Wisconsin School Counselor Association Annual Conf.	1100
Feb. 24-25	2018 Dairy-Aire Gymnastics Invitational	2000
Feb. 26-27	Central US Hemp Growers Conference	600
Mar. 5-8	2018 World Championship Cheese Contest	600
Mar. 18	Natural Family Expo	3000
Mar. 21	Wisconsin Hospital Association 2018	1100
Mar. 23-24	Mary Kay Career Conference 2018	1300
April 26-28	32nd Annual WI Nurses Association APRN Forum Pharmacology & Clinical Update	500

G. Business Office / Human Resources

- December and 2017 Year-End finances will be discussed at the board meeting.
- Staff is in the process of hiring a 50% Custodial Worker and an Operations Lead Worker.

H. Catering

- **2017 Revenue:** Year-end total revenue was \$7,138,313 (pre-audit), 11.20% down from the record breaking 2016 revenue of \$8,040,549.
- **2017 Services:**
 - Hospitality (coffee breaks) 132,709 guests
 - Meals (breakfast, lunch, dinner) 111,026 guests
 - Receptions 64,084 guests
 - Total Services (includes all misc.) 431,488 guests
 - Approximately 6,028 pounds (3.01 tons) of food donated to Salvation Army and like organizations
 - Approximately 31,625 pounds (15.81 tons) of pre-consumer composting diverted from waste stream

- **Lake Vista Café:** We had great weather in 2017, which allowed the Lake Vista season to prosper. The season finished with a record breaking \$224,722 in sales, which was approximately 22.5% up from 2016.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.51% and overall food satisfaction and value rated at 97.07% which is an increase from the total of 96.92% in 2016. LVC will reopen the second Tuesday in May 2018.

- **2018 Projections:** Revenue is estimated at \$7,255,000 with the highest months projected to be June and October. Trek has moved to the end of September, and has decreased their food and beverage needs, and therefore is not a substantial revenue driver any longer.
- **2017 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2017 marketing activities:
 - MT Client Appreciation Events
 - Client Menu Tastings
 - Wedding Menu Showcases
 - Spring Bridal Show
 - GMCVB - Client Cultivation Events
 - MT Sales Blitz
 - MT/MC Team Development Day
 - United Way Combined Campaign
 - Dane County CASA Gingerbread House Competition Sponsor

- **Retirement Announcement/Promotions:**

Announcement by Patty Lemke, C.O.O. on September 26, 2017

It is with very mixed emotions that I am passing along the retirement announcement of Kim Nelson, effective December 31, 2017. Needless to say we are very happy for him, but at the same time his formidable presence will be missed by everyone.

Effective January 1, 2018, I will move into the CEO position...I said ok to the position as long as Kim would agree to be my consigliere as needed. Thankfully he said I could call him anytime!