



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

February 17, 2022

A. Administration:

- Wisconsin DOA is enforcing a weight limit on the level four drive thru lane of the parking ramp. An engineering study that was done showed that the lane can only support up to 6 tons of weight per axel. *(As an example, a full sized school bus at 50% capacity would meet this weight limit.)* City Engineering is working with the state to design structural reinforcement of the lane so that it may safely allow for heavier vehicle capacities. In the meantime, staff is working on several options for clients that rely on busing their attendees.
- Management attended a “Critical Incident” training by the city’s Employee Assistance Program. They offer counseling and debriefing after an employee has experienced any event that occurs outside the “usual range of experience” and is considered “markedly distressing.” Unfortunately, these types of experiences are increasing among civil servants who have direct dealings with the public.

B. Operations:

- Request for bids on several projects have been issued including dumpster service, building washing, heat exchanger maintenance & possible replacement, as well as the second half of the outside caulk replacement work.
- Several spring preparation projects are started, phase two of the decorative rooftop lighting, plantings are ordered and irrigation repair work on the rooftop has begun.
- Operations was short staffed due to illness but was able to smoothly pull off the setup/tear down of the Home Expo in early January. This was thanks to our dedicated staff who were willing to work flexible schedules. Staff levels recovered in time to handle the rest of January, which was bustling with events.
- AV handled multiple hybrid events throughout January. Some were especially complex as AV had to literally produce two shows at once. This is because often the in-person and virtual shows have different content. In one event there were five breakout rooms each with an in-person and virtual component, requiring a tech for streaming and a camera operator in every room.

C. Community Relations:

- Yoga Core continues as a hybrid class Tuesdays and Fridays at noon. Total Attendance for January was 612, with 49 in person and 563 online. Group Health Cooperative of South Central Wisconsin is the program sponsor.
- We had great attendance for our latest Wellness Talk “Feeling Stuck? How Awareness Can Move Us Forward” by Wendy Grapentine of GHC on Jan. 24 at noon. There were 233 virtual attendees for the program, which was sponsored by Group Health Cooperative.
- Meditation at Monona Terrace is online Wednesdays at noon. January attendance was 170. The series is sponsored by Friends of Monona Terrace.
- Terrace Town will be going virtual this year, unfortunately, the in-person program that was scheduled for February 17-19, has been adjusted for pandemic reasons. Schools will continue to design and create their box cities and display them at school or alternative locations like the local library. We plan to assemble school videos and images in a short video to share with the participants and the public.
- The first student tours in over two years were held recently for 40 fourth and fifth graders from New Century Elementary in Verona.

D. Gift Shop:

- The Gift Shop successfully completed annual inventory with the much-appreciated assistance of some Guest Services Attendants.
- Research is ongoing for custom merchandise that features Monona Terrace’s 25th Anniversary. Staff is working with the Friends of Monona Terrace group on this.

E. Sales and Marketing:

- The January booking pace report is attached.
- Work has started on the Monona Terrace Annual Report for 2021.
- Meetings are in the process of being scheduled with Jones, Lang, LaSalle (JLL) consultants to review the Optimization Study findings and recommended path forward. The in-person meetings are tentatively being scheduled over two days of March 1-4. Monona Terrace and Destination Madison sales teams will have individual sales team meetings, and joint sales team meetings with JLL. Additionally, the Boards of Monona Terrace and Destination Madison will be invited to attend a presentation of the Optimization Study (virtually or in-person) by JLL at Monona Terrace. Individual JLL meetings are possible for any Board member that can’t attend the presentation. The session will also be videotaped for those who cannot make it.
- Staff prepared the documentation to present the 2023 proposed Room Rental Rates and the Equipment and Services Price List to the MT Board Finance Committee and MT Board for consideration of approval.

- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other industry events: DMI What's Up Downtown, DMI Madison/Milwaukee Exchange, MPI WI-Chapter Monthly meeting, CVENT Group Business Insights, AFP Virtual Monthly Meeting, AFP Membership Networking Event and IAVM Region 3 Town hall Meeting.
- Sales staff participated in an interview with *Small Meetings Magazine* on the topic of "Contingency Planning".
- **Aprilaire** is becoming quite familiar with Monona Terrace. They held a successful short-term event on January 24-25 for a Brand Training meeting. They also have a Product Summit coming up in March, and that will be their fifth event between the months May 2021-March 2022. Aprilaire produces air quality equipment such as air purifiers and humidifiers, "delivering Healthy Air to millions of homeowners and their families" according to their website.
- The **UW Carbone Cancer Center** is returning for their Multidisciplinary Cancer Care event in October. They have been holding events here since 2014.
- **Outreach, Inc** reserved Monona Terrace for their 2022 Annual Awards Banquet in October, their 22nd year here. Additionally, a familiar client with a new event, the **Wisconsin Women's Health Foundation** will be celebrating their 25th Anniversary here in September 2022.
- Below is a summary of all other events booked in the month of January:

Repeat	New	Weddings	COVID-19 Rebook*
15	7	6	1

* 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 requires face coverings among people ages two and older when in any enclosed space open to the public where other people, except for members of the person's own household or living unit, are present. This order expires on March 1. There is no word on whether another order will be issued when this order expires. Here is a summary of the events contracted (definite status) or under contract (pending status) for February, March and April. The attendance figures noted are preliminary numbers and will most likely change.
- **February**
 - Total events = 13 (all definite)
 - 3 Meetings
 - 5 Banquets
 - 2 Conferences
 - 1 Convention
 - 1 Consumer Show

- 1 Entertainment
- Events of Note:
 - 2022 Madison Build, Remodel & Landscape Show, 4000 people
 - 2022 Dairy-Aire Gymnastics Invitational, 4000 people
- **March**
 - Total events = 20 (19 definite, 1 pending)
 - 8 Meetings
 - 4 Banquets
 - 2 Conferences
 - 2 Convention
 - 3 Consumer Show
 - 1 Entertainment
 - Events of Note:
 - 2022 World Championship Cheese Contest, 200 people
 - 2022 Wisconsin Governor's Conference on Tourism, 800 people
 - Mary Kay Career Conference 2022, 1200 people
 - Q106 Storytellers, 825 people
- **April**
 - Total events = 18 (17 definite, 1 pending)
 - 5 Meetings
 - 7 Banquets
 - 3 Conferences
 - 1 Convention
 - 2 Entertainment
 - Events of Note:
 - 2022 PSW (Pharmacy Society of Wisconsin) Educational Conference, 400 people
 - Cognitive Development Society's 2022 Biennial Conference, 900 people
 - AIA Wisconsin 2022 Conference on Architecture, 1300 people

G. Business Office / Human Resources

- 2021 year-end and the month of December's preliminary financial report will be discussed at the board meeting.
- The open Maintenance Mechanic 2 position has been filled and a Maintenance Mechanic 1 position has opened. The hourly maintenance laborer position was not filled, and the department is considering changing it into a seasonal position, to help with gardening/landscape.

H. Catering

- The 2021 Catering year-end report is attached and will be discussed at the board meeting.