



MONONA
TERRACE

MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

June 20, 2019

A. Administration:

- Senior management is working on a schedule for the development of the 2020-2022 Strategic Plan.

B. Operations:

- The exterior summer planting work has started.
- Tony Gomez-Phillips, Monona Terrace Landscaper, is on a committee that plans a spring symposium about urban and public landscaping through Allen Centennial Gardens. He presented information about Monona Terrace at this symposium alongside the directors of the NY City Highline and Chicago's Millennium Park and Lurie Garden. His presentation was so well received by the attendees and fellow presenters that they have requested a follow up presentation from him at next year's event.
- We have received the employee commemorative 20 year tiles for the rooftop. As of 2017, several Monona Terrace employees have marked 20 years working here. In recognition of this anniversary, management decided a tile on the rooftop would be a fitting tribute.

C. Community Relations:

- Concerts on the Rooftop's six concert series is in full swing. There are three remaining concerts for this season: The LoveMonkeys on June 27, Madison County July 18, and SuperTuesday July 25. Our 2019 sponsors include Leinenkugel's, New Glarus Brewing Company, Festival Foods, Isthmus, Dane Arts and MGE Foundation. If you know a company who might want to support this popular community event next year, please let us know!
- Meditation at Monona Terrace led by Sarah Moore M.D. has concluded its spring session. Total attendance for the eight session series was 380, with an average event attendance of 48. 96% of attendees who responded to our survey say they would be willing to return. SSM Health sponsored the series.

- Monona Terrace participated in the countywide Gallery Night, organized by MMoCA, on May 4. The event was an opening reception for the newly installed sculptures in the Rooftop Garden and on Olin Terrace. About 150 people attended.
- Monona Terrace partnered with Wisconsin Public Television to host “An Evening of Country Music with Bill Malone” on May 16. A full house enjoyed an interview with the country music expert, followed by a performance by Bill and his wife, Bobbie. The event is in anticipation of PBS’s “Country Music: A Film by Ken Burns,” airing in September.
- Staff attended the American Alliance of Museums conference in New Orleans May 19-22. Sessions attended include topics on adult programming, loyalty in membership programs, inclusive field trips, and community engagement, among others.

D. Gift Shop:

- Staff hosted a book sale for AIA. This year’s sale featured two books from two of the speakers, Joseph Tanney and Matthys Levy.
- New drinkware is here, including Frank Lloyd Wright metal water bottles, Frank Lloyd Wright espresso mug sets, Madison themed ceramic mugs handmade in Wisconsin, and Madison Now & Then themed thermal mugs. Additional new items include silicone placemats, colorful doormats, new pop up votives and vases, as well as greeting cards including Graduation and Father’s Day choices.

E. Sales and Marketing:

- The May booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: AFP Luncheon, DMI New Faces New Places, Sustainable Business Network Meeting, Clean Lakes Alliance Breakfast, and MPI Monthly meeting.
- Staff traded facility tours of Monona Terrace and then Overture with Jared Duymovic, Overture Center for the Arts Director of Programming.
- **Fairway Independent Mortgage** is coming back in August of 2020 for their Managers meeting. They have hosted this event here since 2006. **UW Medical Foundation** is also returning for their 8th visit with their Practice Provider Recognition event in November of 2019. Finally, the **Urban League** is returning to host their 2019 Cabaret event here for the 6th time.
- Below is a summary of all other events booked in the month of May:

Repeat	New	Weddings
26	6	3

F. Event Services:

• UPCOMING EVENTS:

June 11	Capitol Neighborhoods Annual Meeting	80
June 17-21	Fairway Independent Mortgage Managers Meeting	500
June 29	Festival Foods Shake the Lake Rooftop Party	2000
July 5-11	WAAVP 2019 (World Association for the Advancement of Veterinary Parasitology)	600
July 13-17	ASP 2019 Annual Meeting (American Society of Pharmacognosy)	600
July 13-14	2019 Art Fair Off the Square	75,000
July 29-Aug. 1	CrossFit 2019 Health Conference	600
Aug. 5-8	2019 Distance Teaching & learning Conference	800
Aug. 17-19	Functional Art Movement	500
Aug. 21-25	Parts Unlimited & Drag Specialties NVP Product Expo	1000

G. Business Office / Human Resources

- May's finances will be discussed at the board meeting.
- Staff is currently preparing the 2020 Operating budget.
- Part time custodial worker Luis Guzman was hired into the full time Custodial II worker position.
- Hiring for seasonal summer staff in Operations, Guest Services and Custodial is underway.
- June 14th the Police Department will do an Active Shooter training for staff and volunteers.