



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

April 19, 2018

A. Operations:

- The Olin Terrace Tile project is underway. Greener Valley Landscapes is leveling the walk and installing new pavers.
- Maintenance has given the interior spaces a new coat of paint.
- Maintenance has test run the cooling plant to ensure proper operation for this summer.
- Staff is preparing to fully open the rooftop by May 1st.

B. Community Relations:

- Yoga for Healthy Neck & Shoulders
 - Tuesdays & Thursdays, February 20 - March 22
 - Total Attendance = 629
 - Average Attendance = 62
 - 90% Satisfaction Rate
 - 90% Willingness to Return
- Wellness Talks – “Fasting, Cleanse, & Detox for Long-term Digestive & Metabolic Wellness” by Dr. Ruddy, ND
 - March 2, 2018
 - Total Attendance Fall = 40
- Save the date for the Art on the Rooftop opening reception which will be paired with a DMI New Faces New Places on May 10th from 5-7pm. Invites to be sent in late April.
- Watch the I94 corridor in late April/Early May for a collaborative billboard promotion between SC Johnson, Taliesin and Monona Terrace to promote the Frank Lloyd Wright Trail!

- Bhumi joined as a new Monona Terrace sponsor in support of Meditation at Monona Terrace. Bhumi is a local business that produces well-made meditation cushions.

C. Gift Shop:

- Staff ran the book sale/signing for Civics Club's March event. The featured book was *The Politics of Resentment* by Katherine J. Cramer, a local author.
- The shop is pleased to have received a shipment of the out of print book, *A Photographer's Journey* by Pedro E. Guerrero. These are all first editions, and are the last 30 copies from the publisher. The late Pedro E. Guerrero signed each one. They will retail at \$100.
- The newest items released this year by the Frank Lloyd Wright Foundation are on order and will be featured in the sales booth at the June Wright and Like Tour in Spring Green.
- The Gift Shop website will be updated and migrated to a new hosting company, CP-Commerce, this April. The site will be offline briefly during this time. The upgrade will provide new features and the look of the site will more closely match that of the main Monona Terrace website.

D. Sales and Marketing:

- The March booking pace report is attached.
- Staff met with representatives from the Hilton and GMCVB to discuss extending the current Room Block Agreement (RBA). All parties believe the RBA has served them well and an extension is desirable. Draft language has been exchanged and agreed upon in principle. The City Attorney's Office is working on a final draft for consideration, approval and signatures.
- Staff attended Racial Equity Social Justice Initiative (RESJI) Tools Training designed by City DCR.
- An ad hoc committee of MT staff has been formed to study options for the replacement or refurbishment of MT interior furniture, trash receptacles, plant containers, and other items. Peter Rott with Isthmus Architecture has been hired to consult with staff on this project. Due to the costs involved, phasing purchases over at least two or three years is anticipated.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DMI Networking, Latino Professionals Association Networking, Association for Fundraising Professionals, In Business ICON Breakfast, and Meeting Professionals International-Wisconsin Chapter monthly meeting
- Staff participated in Results Madison, a City committee to "help agencies connect their services to the City's Strategic Framework"

- **TREK Bicycles** has signed a contract for their annual event in 2021. They have shortened the duration of their program but still bring in nearly 1,200 people and have been meeting at MT since 2000. Additionally, **Dairy Strong** hosted by the **Dairy Business Association** has rebooked for 2020. This will be their 5th year here. Finally, thanks is extended to **St. Mary's Hospital** for booking their Employee Recognition Banquet in 2018. This will be their 21st year hosting their event at Monona Terrace.
- Below is a summary of all other events booked in the month of March:

Repeat	New	Weddings
30	9	1

E. Event Services:

- **UPCOMING EVENTS:**
- | | | |
|----------------|--|------|
| April 20 | Madison Fire Department Recruit Graduation | 250 |
| April 21 | General Beverage Company's 85 th | 1100 |
| April 26-28 | 32 nd Annual WI Nurses Association APRN Forum
Pharmacology & Clinical Update | 500 |
| May 5 | Chosen Few Fighting Championships | 1000 |
| May 8-10 | AIA Wisconsin 2018 Convention & Building Expo | 1300 |
| May 8 | Madison Police Department Awards Reception | 200 |
| May 11 | UW Law School Hooding Ceremony | 1600 |
| May 16 | The Madison Region's Economic Development & Diversity
Summit (Urban League) | 600 |
| May 17 | Madison Gives (Madison Community Foundation) | 400 |
| May 23-25 | ACD Games Day 2018 | 550 |
| May 25-26 | 2018 Run Madtown Expo | 4000 |
| June 1-3 | Pokemon Regional Competition | 1000 |
| June 15 | Madison Police Department Graduation | 200 |
| June 18-22 | Fairway Independent Mortgage Managers Meeting | 600 |
| June 18 | Capitol Neighborhoods Annual Meeting | 80 |
| June 23 | Festival Foods Shake the Lake Rooftop Party | 2000 |
| June 30-July 1 | BrickUniverse LEGO Fan Experience | 2000 |

F. Business Office / Human Resources

- March finances will be discussed at the board meeting.
- Operations managers are in the process of hiring a Custodial Worker II.
- Several Monona Terrace departments will participate in the Wanda Fullmore Internship program; there will be three interns this summer.
- Staff is continuing to work on development of the City Performance Excellence System.
- The application period for the Account Tech I position closed on 4/2 and 44 people applied for the position. Testing will result in a certification list in which we hope to identify a potential candidate by early May.