



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 19, 2015

A. Administration

- Staff assisted the City of Madison Department of Real Estate in assessing the viability of a Garver Feed Mill proposal.
- Staff assisted the City of Madison Parks Department by participating in an interview panel for the Assistant Director of Parks position.
- Staff hired Epstein Uhen to conduct a study to determine if the Hall of Ideas and the Meeting Rooms could be combined into one space.

B. Operations:

- Maintenance is pursuing bids on a fire system upgrade.
- Staff is exploring the possibility of installing an in-house steam boiler.
- The building is currently in the LEED evaluation period. The data and information gathered during this period will be used for the recertification process.
- The process for hiring a full-time third shift Operations Lead Worker and an Assistant Operations Manager is underway.
- Staff is working on the application for the Wisconsin Forward Award.

B. Community Relations:

- The PeckaKucha Night Madison – February 19
 - Presented by High Tech Happy Hour (HTHH)
 - Attendance = 155
- Funky Dance Madison (new event) – February 20
 - Fundraiser for Dane Dances!
 - Attendance = 466
 - DJ Pain 1 & The Eddie Butts Band

- Tunes at Monona Terrace – February 25
 - Doo-Wop Daddies Gold
 - Attendance = 220
- Staff is interviewing and training new volunteers to be student tour guides and Froebel workshop facilitators.
- Staff is developing tools to improve docent performance for tour accuracy and consistency. Training will be offered March 24 and online quizzes will be available for them to test their knowledge.
- Staff is developing new and improved teacher materials for educators who participate in student programs. In addition, a poster is being created to disseminate to Froebel schools that can also be used as a visual aid for conducting the block workshops.
- Staff met with FOX media and Wisconsin Public Radio to discuss new sponsorship/partnership opportunities.
- Staff finalized 2015 sponsorships with Group Health Cooperative, Oak Park Place and applied for Dane Arts funding.

C. Gift Shop:

- New merchandise is here, including new Monona Terrace lapel pins, Frank Lloyd Wright lamps and vases, and a variety of fun cookie cutters.
- Website sales were very strong for February. A large portion of those sales were due to the final push to buy rooftop tiles in order to make the deadline for spring installation.
- The website's product catalog is being expanded to include more items.
- Staff is working with the Civics Club to coordinate a book sale at their upcoming event in March.

D. Sales and Marketing:

- The February booking pace report is attached.
- Work continues on the LEED (Leadership in Energy and Environmental Design) green building recertification project. We are currently in our performance testing period (Feb. 15th to May 15th) when our waste and recycling streams are measured, along with other energy use and environmental factors (like ice melt use, and green cleaning products). Various projects are being evaluated on their cost versus the payback in energy savings. For example, we are exploring installing our own steam boilers to take the place of the steam we currently purchase from the State of WI steam plant.

- The Monona Terrace Event Assistance Fund Advisory Committee met on February 10th. Requests for \$106,860 in assistance funding were approved for six conventions with a total estimated direct spending of \$5,718,105.
- Staff participated as a volunteer for the Rotary Ethics Symposium held at Monona Terrace on February 27th. 205 high school juniors from many different Dane County high schools participated. They are provided a framework to use in making ethical decisions and are given the chance to practice using the framework in facilitated sessions where ethical dilemmas are presented and discussed.
- Monona Terrace was represented by the sales team at the following networking and other events: MPI Monthly Meeting, GM/DOS meeting, Latino Chamber, DMI New Faces/New Places, SMBA Monthly Networking Luncheon, Greater Madison Area Networking Moms group.
- The sales team personally delivered custom cookies to top clients around Valentine’s Day.
- Staff is representing MT at the “Closing Strategies Collaboration Taskforce” which will run a pilot program for the next six months and consists of staff from the GMCVB and downtown hotels.
- MT Sales staff participated in sales training by John Parke (former V.P. of Global Sales for Marriott) on Feb. 25th.
- In terms of repeat events that we’d like to thank for their loyalty, we thank the **Madison Civics Club** who has signed with us for the 2015-2016 event years. They have been with us since 1997. We also recognize **Wisconsin Center for Performance Excellence** for hosting their WI Forward Award Ceremony here in December of this year.
- Below is a summary of all other events booked in the month of February:

Repeat Events	New Events	Weddings
10	19	3

E. Event Services:

- UPCOMING EVENTS:
- | | | |
|----------------|---|----------|
| Mar. 20-21 | Mary Kay Career Conference 2015 | 1100 ppl |
| April 16-19 | NACA Northern Plains Regional Conference 2015
(National Association for Campus Activities) | 800 ppl |
| April 21-23 | AIA Wisconsin 2015 Convention & Expo | 2000 ppl |
| April 21 | City of Madison Common Council Luncheon | 70 ppl |
| April 30-May 2 | 29 th Annual Pharmacology & Clinical Update | 500 ppl |

May 6-8	ACD Games Day 2015	550 ppl
May 14-15	U.S. Conference of Mayors – Mayor’s Bike Summit	100 ppl
May 22-23	2015 Spring Madison Half Marathon & Twilight Run	4500 ppl
May 29-31	Pokemon Regional Competition	800 ppl

F. Business Office / Human Resources

- A limited financial report for January and February will be discussed at the board meeting due to the ongoing issues with the City implementing the MUNIS system.