



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

November 21, 2013

A. Administration:

- Staff has been extremely busy serving clients during a record setting month while at the same time preparing for the shutdown and renovation.
- Both the Operating and Capital Budgets for 2014 were approved by City Council without discussion.
- Staff reached out to the Senior Staff at the Library to discuss a joint storage facility on Pennsylvania Avenue. The hope is to have an agreement in time to move some equipment off-site during the renovation.
- The new graphic artist position will be posted in early January with the expectation of having the position filled by early February.

B. Operations:

- The external building cleaning is completed. Additional cleaning of the State owned portions is yet to be scheduled.
- New virtual servers have been installed as part of the phone systems and AV will be switching the current voice mail system over to the new system in December
- New Variable Frequency Drives (VFDs) have been installed on the chiller cooling towers as part of the HVAC upgrades in the facility. This means the chillers will be able to decrease or increase their speed based on a temperature gauge, versus having them set at a fixed speed. There will be significant energy savings as a result of this project.

C. Community Relations:

- Lunchtime Yoga:
 - Celebrating first year of event
 - Total Attendance = 1,524
 - Average Attendance = 72
 - Total # of participants = 367

- Staff is working on a new promotional video for Monona Terrace. Stumptown Media has been hired to produce the piece for Monona Terrace. Video footage has been taken in and around the building, including testimonials taken during the Ecological Restoration Conference on October 8th. The final product should be completed by the end of the calendar year.
- Staff interviewed several candidates for the position of Spring Community Relations and Social Media Intern. Abby Baumann and Bethany Varley, both of UW Madison, will begin in early January.
- Planning for the Monona Terrace exhibit is underway. Exhibit design company Experience Design is currently working on plans for exhibit components and the interpretive framework. Monona Terrace staff is putting together a list of photographs, objects and architectural drawings for display.
- Staff is preparing for the relocation of the Guerrero exhibit. New labels will include quotes from the photographer, and re-framing plans are in the works.
- A Terrace Town workshop will be provided November 18 to introduce teachers to their partner mentors. The participants will learn about planning and architecture activities that they can take back to the classroom.

D. Gift Shop:

- The new gift shop website is working out well; 4 new orders were received within the first week of it being linked to Monona Terrace's main web page.
- The MATC Photography Calendar Contest project is near conclusion. A reception for the student photographers will occur in November.
- Staff is in the planning stages for the upcoming Annual Holiday Sale which will run from November 30th - December 23rd.
- A position for a 50% permanent staff member in the Gift Shop has been posted. Interviews should start in Mid-November.
- Top selling categories for October were:
 - Home Accessories 40% of total sales
 - Personal Accessories 20% of total sales
 - Clothing 17% of total sales

E. Sales and Marketing:

- The October booking pace report is attached.
- The section of the Monona Terrace web site dedicated to weddings and special occasions was significantly upgraded. Also, Monona Terrace's mobile website was launched in October. The site is optimized for smart phone users and they will be automatically directed to the mobile site if they access mononaterrace.com. Our full website works well on tablet computers so that is where those mobile device users will continue to be directed.
- Staff represented Monona Terrace at various business/networking functions including: Panelist for Edgewood College Communications Studies Capstone Class, SMBA Monthly Luncheon, DMI: What's Up Downtown networking, Sustain Dane SBN Meeting, Latino Professionals Association Launch, DMI: New Faces and New Places, Business Professionals networking, Latino Chamber Networking, DMI: State of the Downtown, MPI Monthly Meeting, InBusiness networking and the GMCVB social media event.
- We have some long term repeat clients that we'd like to thank for their continued business: **Thompson Investment** has again chosen Monona Terrace (11th year) as the location for their 2014 Annual Investor Symposium, and **SVA Plumb Financial** is returning for their 2014 Annual Meeting, which will be their 11th year with us.
- Thanks also to **APA Upper Midwest Planning Conference**, which is their third visit at Monona Terrace. Also, thanks to UW OCPD for booking another **Psychiatric Update** in 2014. They have been with Monona Terrace since 2002.
- A summary of new and repeat events booked in October includes the following:

New Events	Repeat Events	Weddings
5	29	14

F. Event Services:

- UPCOMING EVENTS:

Nov. 15-17	Winter Art Fair off the Square	7500 ppl
Nov. 19	WHEDA Multifamily Housing Conference	600 ppl
Dec. 31	US Bank Eve 2013	3000 ppl
Jan. 10-12	Madison Home Expo 2014	9000 ppl

G. Business Office / Human Resources

- The Employee Engagement Survey is complete. Results are being compiled. Early analysis indicates employees are more engaged at Monona Terrace than the benchmarked averages. Benchmarked averages are from the 2013 Society of Human Resource Management Job Satisfaction and Employee Engagement Benchmarking Report. Results show 96.8% of employees are satisfied working for Monona Terrace.
- The October financial report will be discussed at the Board Meeting.