



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 20, 2017

A. Administration:

- Staff is working with Tim Anderson and his group on the Nolen Waterfront Project. This long term plan is incorporating an expansion of Monona Terrace as part of the project.
- The first Customer Advisory Council meeting was held. This group includes event planners that live locally but work globally. The intent is to use the group to learn more about trends in the industry both from the facility and event planning side of the business.

B. Operations:

- Staff is working on finalizing the design of the new Guest Services Desk.
- Staff has procured a new weather monitoring service called Weather Sentry to improve outdoor event management.
- The fire protection system upgrade is near completion. A modern alarm panel and new detecting devices have been installed.
- The HVAC chiller plant is being brought online to start cooling the building this summer.
- The rooftop fountain is being prepped for use this spring.
- Winter clean up of sand and other debris has commenced and pressure washing the roof top will follow.

C. Community Relations:

- Lunchtime Yoga
 - Mondays & Thursdays, January 19-March 9
 - Total Attendance = 1,097
 - Average Attendance = 73
 - 100% Satisfaction Rate
 - 100% Willingness to Return
- Funky Dance Madison, March 3
 - Fundraiser for Dane Dances!
 - DJ ACE/ Kinfolk/ BBI
 - Attendance = 258

- The art pieces for Art on the Rooftop 2017 have been procured by our curator, David Wells. A kick off reception is scheduled after the Board meeting on May 18th at 5:30pm. All are invited; there will be more information to follow.
- Architecture critic and educator Reed Kroloff presented at the Wright Design Series on March 9 about the history of modern architecture
- Staff appeared on WKOW Wake-Up Wisconsin on March 13 to promote the Madison Maker Faire event and Call for Makers recruitment of exhibitors.

D. Gift Shop:

- New merchandise has been added to shop inventory, including trivets, glassware and jewelry. Also expanded is the souvenir section with more Wisconsin Badger and cheese-head related items.
- Staff is still working with the Frank Lloyd Wright Foundation on new products being produced for the Frank Lloyd Wright Collection as well as items specifically geared towards the 150th celebration of Frank Lloyd Wright.
- The Gift Shop will be providing a promotional item to add to the Downtown Madison New Resident welcome bags. These will be given out to all new home purchasers in the downtown area from spring thru summer. A coupon for the Gift Shop will be included with the item.

E. Sales and Marketing:

- The March booking pace report is attached.
- Staff participated in the Monona Terrace Customer Advisory Council meeting on March 10th.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DMI New Faces/New Place networking, SMBA Monthly networking luncheon, MPI Monthly Meeting, MESBA Open house and Madison Civics Club meeting.
- WI Women in Government has reserved Monona Terrace for their Annual Banquet in May 2017. This will be the 14th time they have hosted that event here. Exact Sciences has chosen Monona Terrace again as the location for their National Sales Meeting. This will be their 2nd year here. Finally, the WI Farm Bureau will be back for their Ag Day at the Capitol. They have been meeting at Monona Terrace since 2000.
- Below is a summary of all other events booked in the month of March:

Repeat	New	Weddings
19	11	3

F. Event Services:

• **UPCOMING EVENTS:**

April 17	Blair Street/John Nolen Drive Corridor Study	75
April 20-22	US Academic Decathlon National Competition	1,000
May 16-18	AIA Wisconsin 2017 Convention & Building Expo	1,300
May 22	Madison Police Department Awards Reception	200
May 24-26	ACD Games Day 2017	550
May 26-27	2017 Run Madtown Expo	4,000
May 30-June 3	Environmental Design Research Assoc. Annual Conference	500
June 24-June 28	American Society for Virology Annual Meeting	1,500
June 23	Madison Police Department Graduation Ceremony	200

G. Business Office / Human Resources

- March's finances will be discussed at the board meeting.
- Staff is participating in the City of Madison Guidance team on the Vibrant and Creative City category.
- First Quarter Employee Engagement survey has been completed. The overall satisfaction rating is 95%.
- Staff is developing a system to collect, manage, and track innovation ideas.